

# Workforce Strategy Benchmarking Survey

Europe Data Sheet



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248 organisations

12 countries

12 industries

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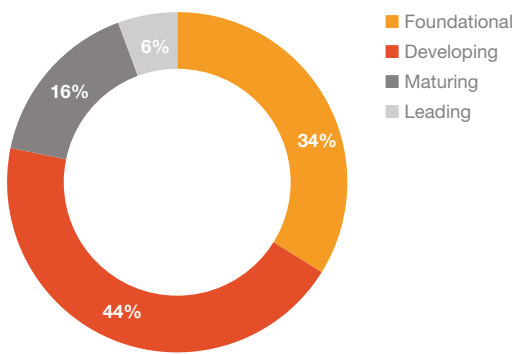
**We are living through a fundamental transformation in the way people work. Organisations need a strong workforce strategy today that helps them take action to prepare for tomorrow’s world of work. We surveyed over 200 organisations in Europe to see how they stack up:**

## Stepping up to deliver a workforce strategy for the future

Overall, **6%** of organisations in Europe are classified as ‘leading’ in their approach to workforce strategy. These businesses are prepared for the future across the four diagnostic components: planning; purpose; technology; and talent.

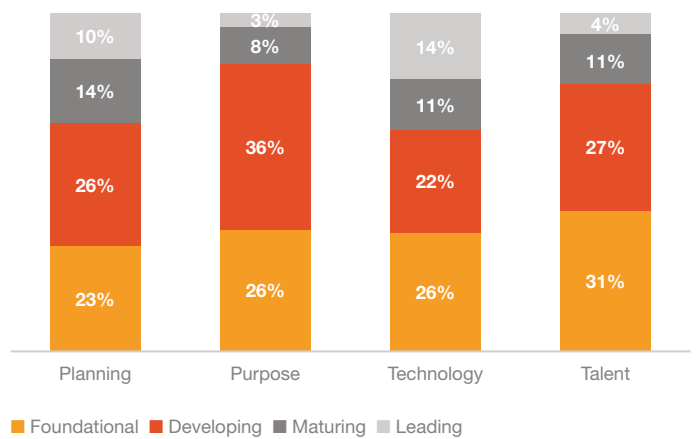
The maturity of European organisations’ workforce strategy varied across diagnostic components. Notably, **14%** of organisations in Europe are ranked as ‘leading’ in their strategic approach to **technology**, indicating they are making technology-related investments with human impacts in mind (e.g., employee experience and productivity). In comparison, only **3%** are ranked as ‘leading’ in their approach to aligning workforce strategy with their **corporate purpose and values**.

### Overall maturity designations



Source: PwC Workforce Strategy Benchmarking Diagnostic 2019

### Overall maturity by diagnostic component

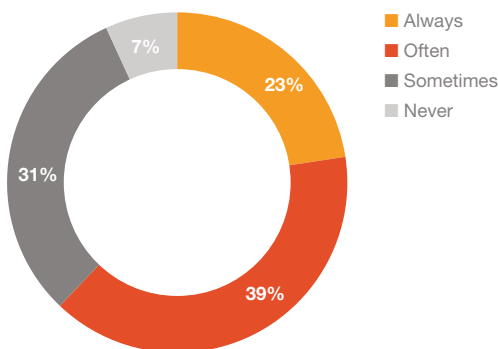


Source: PwC Workforce Strategy Benchmarking Diagnostic 2019

## The importance of planning – when linear predictions don’t cut it

To plan for the future, organisations need to engage in integrated business, financial and workforce planning, bringing together the right stakeholders, data and mindset to engage in **“scenario planning”**. Overall, **23%** of organisations said they ‘always’ take a scenarios approach to their strategic planning - with 38% ‘never’ or only ‘sometimes’ taking this approach.

**Question:** To what extent does your company engage in strategic scenario planning?



Source: PwC Workforce Strategy Benchmarking Diagnostic 2019

**Question:** To what extent does your organisation create future scenarios that consider the impact on your...? (percentage of those that responded ‘always’)



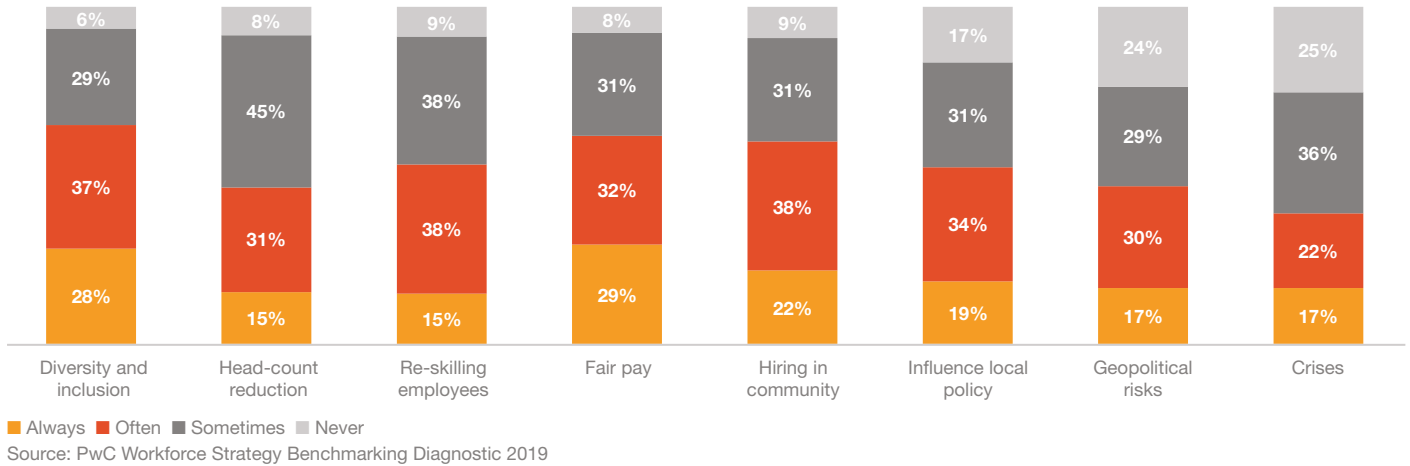
Source: PwC Workforce Strategy Benchmarking Diagnostic 2019

**Note:** This sheet reflects highlights and major trends for the four main components of the Workforce Strategy Diagnostic Survey. This does not reflect all questions within the diagnostic.

## Make decisions based on purpose and values

A coherent workforce strategy must align key decisions with the organisation's purpose and values. Though businesses are making headway in aligning the management of headline-grabbing issues such as **diversity and inclusion** and **fair pay** with their purpose, they aren't faring nearly as well when it comes to thinking about **head-count reduction**. Just **15%** say they 'always' consider the organisation's purpose and values when making downsizing decisions. Organisations are also less sure that they make decisions based on purpose and values when they face up to prospective **geopolitical risks** and **crises** as they happen - **17%** say they 'always' align with purpose for each of these.

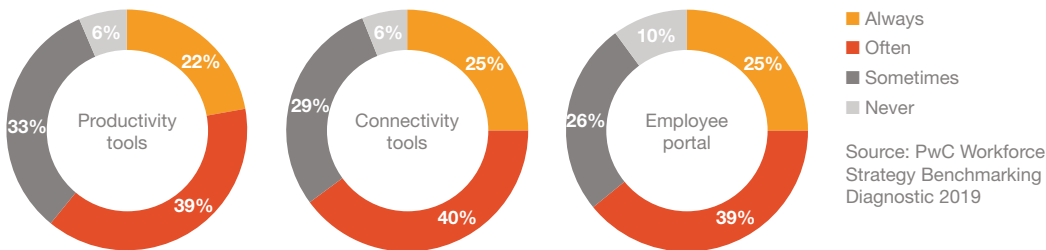
**Question:** To what extent does your organisation manage each of the following consistently, with your organisation's purpose and values?



## Embrace technology as a force for good

Getting the technology component of workforce strategy right can be the difference between gaining competitive advantage in the market and falling behind. Decisions about technology need to be made with their impacts on the workforce clearly in mind, or they risk harming the employee experience, productivity and morale. More than **22%** of organisations report that they are 'always' effective in the ways they digitise productivity, connectivity and employee portal tools.

**Question:** To what extent does your organisation effectively digitise the employee experience by leveraging the following tools?



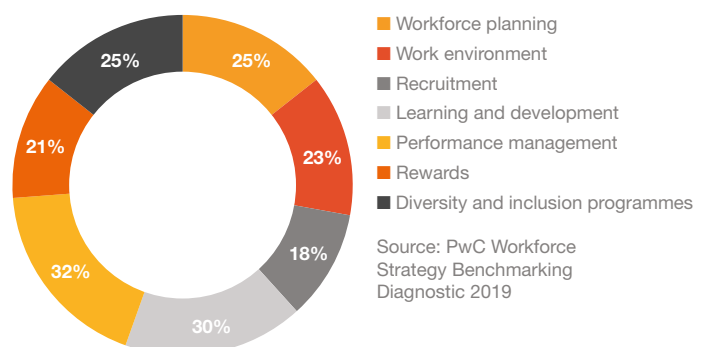
## Focus on talent, humans, and the humane

While several organisations consider the people impacts of robotic process automation (RPA) and artificial intelligence (AI) on their workforce and talent programmes, this is the least mature component of the four. The percentage of respondents answering 'always' suggests that organisations are thinking the most about RPA and AI impacts on employee engagement, re-skilling employees, and **job and pay structures** (all **17%**), and the least about **hiring plans** (14%).

**Question:** To what extent does your organisation consider the people impacts of RPA/AI on the following? (Percentage of those that responded 'always')



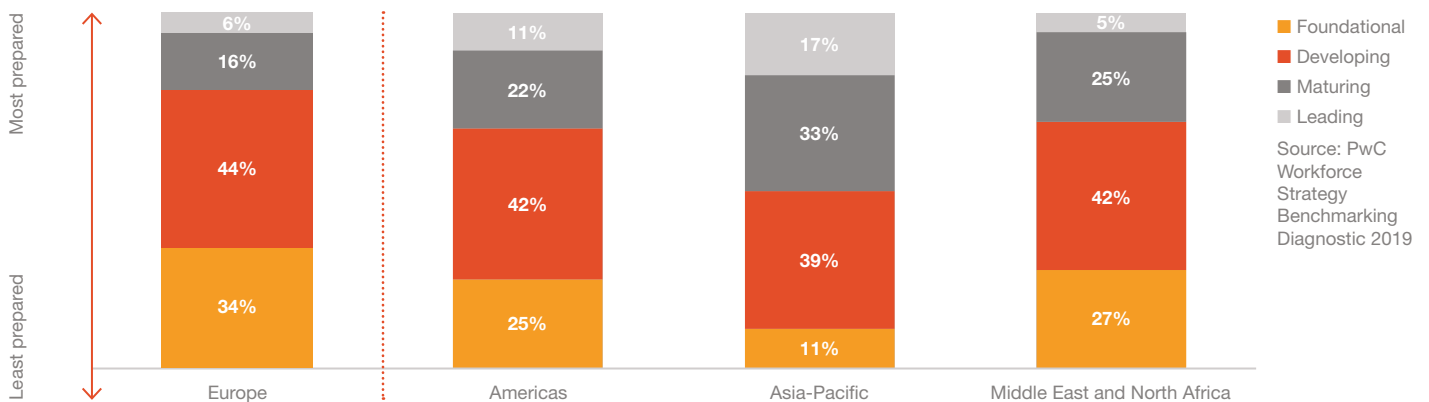
**Question:** To what extent does your organisation evolve or redesign talent programmes to meet changes in market or workforce needs? (Percentage of those that responded 'always')



## How do organisations in Europe compare to those in other regions?

Organisations in Europe are slightly behind when compared to other regions, suggesting some preparations for future work and workforce needs have been made, but there is much room to grow. **6%** of organisations in Europe are considered leading in their preparedness for future workforce needs; in comparison, **17%** of organisations in Asia-Pacific fell into this category.

### Overall maturity by region



### Take the Workforce Strategy Diagnostic

Diagnose the maturity of your organisation's workforce strategy and see how you compare with others in your region and industry.

[www.pwc.com/workforce-strategy-diagnostic](http://www.pwc.com/workforce-strategy-diagnostic)

## Related reading

[Workforce of the future: The competing forces shaping 2030](#) - What will the world of work look like in 2030. What are the key items leaders should be considering?

[Preparing for tomorrow's workforce, today](#) - Insights from a global survey of 1,200 HR and business leaders in 79 countries highlight the key risks for organisations - and the actions they need to take today - as they look forwards at the work, workers and workplace of tomorrow.

[Our status with tech at work: It's complicated](#) - Leaders think they're choosing tech to get great work from employees - yet our global survey of 12,000 workers shows a disconnect between what leaders and workers think.

### About the Survey

The purpose of this diagnostic is to allow organisations to assess their workforce strategy maturity across four distinct areas: planning, purpose, technology, and talent. As of January 2019, the diagnostic has been taken by 1243 leaders in 36 countries across 12 industries.

## Questions? To learn more, contact:

### Bhushan Sethi

Joint Global Leader,  
People and Organisation  
Principal, PwC US  
bhushan.sethi@pwc.com

### Carol Stubbings

Joint Global Leader, People  
and Organisation  
Partner, PwC UK  
carol.a.stubbings@pwc.com

### Carrie Duarte

US Workforce of the Future  
Platform Leader  
Principal, PwC US  
carrie.duarte@pwc.com

### Julia Lamm

Financial Services People  
and Organisation  
Director, PwC US  
julia.w.lamm@pwc.com

[www.pwc.com/people](http://www.pwc.com/people)