

A man and a woman are in a meeting room, looking at a whiteboard covered in sticky notes. The man is on the left, wearing a dark blue polo shirt and glasses, and the woman is on the right, wearing a patterned sweater. Both are wearing face masks. The whiteboard has several pink and yellow sticky notes attached to it. The background shows a large window with a view of a building and greenery.

Key skills for corporate growth

Developing digital know-how
across teams for future success



ProEdge

A PwC Product

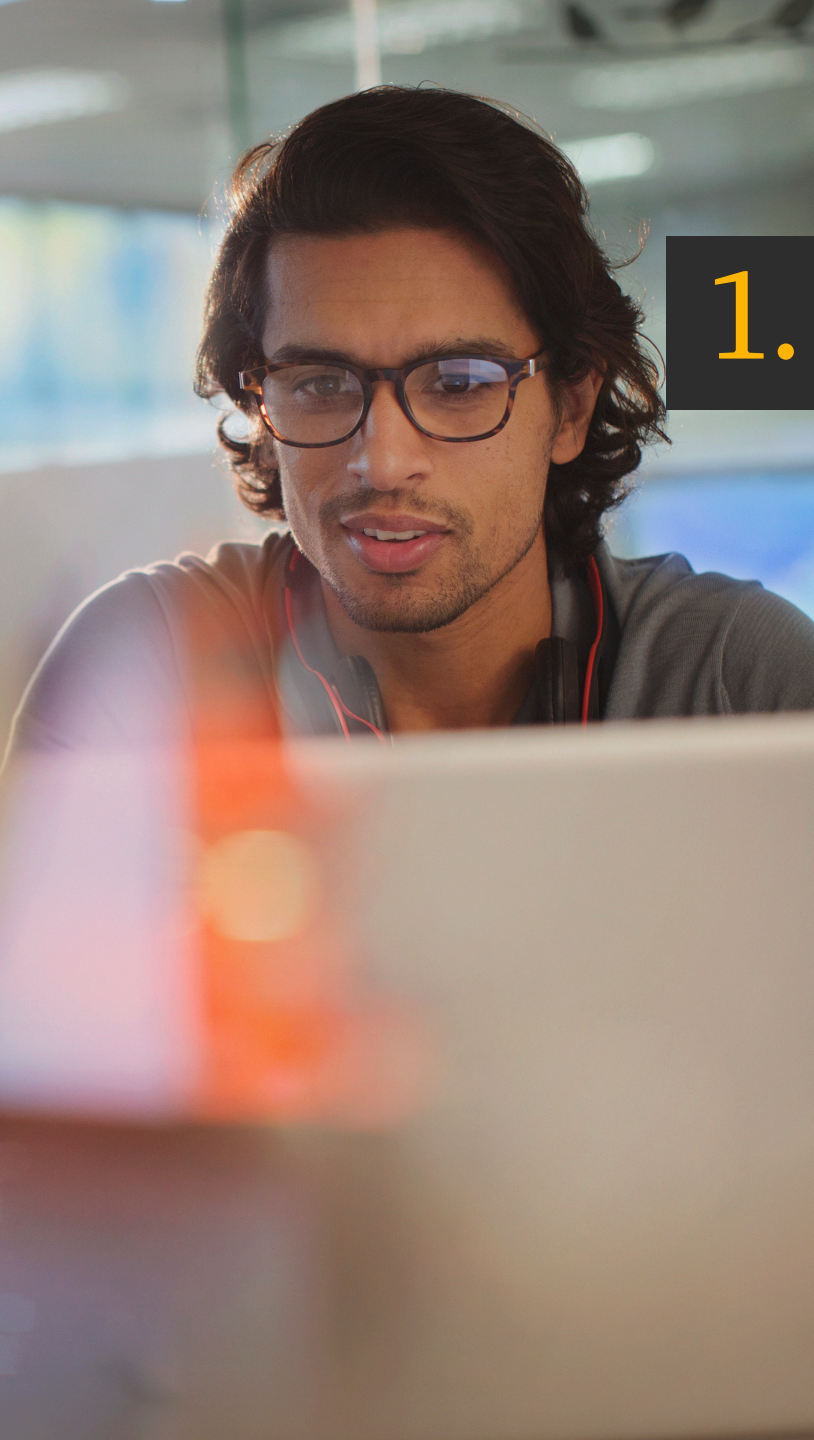


In any business, you want the most experienced, knowledgeable people doing what they do best. That's the premise behind the standard functional org chart.

But when it comes to digital and related skills, companies should aim to ensure that functional teams—not just the IT folks—have the know-how they need to use technologies like robotic process automation (RPA), artificial intelligence (AI) and data visualization to solve the business problems they face every day. The same goes for innovative approaches like agile project management and design thinking.

\$15.7 trillion

in global economic growth will come from artificial intelligence by 2030. Those who upskill their workforce now can benefit most.



Skills that create tech-savvy, innovative leaders

1. Robotic Process Automation (RPA)

RPA software—essentially, bots—saves time and improves accuracy by automating time-consuming rules-based office tasks. It works with your existing systems and processes.

Applications across departments:

- Data cleansing and normalization
- Data replication
- Portal queries
- Data extraction
- Data reconciliation
- Price comparison

Benefits of upskilling in RPA:

- Fewer human errors
- Increased productivity from existing talent
- Faster service delivery

Finance, operations, maintenance and sales departments could use RPA software for data cleansing and normalization tasks.



2. Artificial Intelligence (AI)

AI can be used to automate tasks that require human cognition, such as fraud detection or creating maintenance schedules for aircraft, cars, or other physical assets. AI tools support and improve human decision-making in everything from capital project oversight to customer retention to go-to-market strategies for new products.

Applications across departments:

- Customer or prospect behavior prediction
- Product, service, or treatment recommendations
- Fraud detection and cybersecurity
- Automated, personalized ad targeting
- Online customer support
- Actuarial modeling

Benefits of upskilling in AI:

- Faster, better decision-making and new insights
- Increased productivity
- Increased resilience (through threat sensing and disruption mitigation)

AI augments human decision-making on everything from capital project oversight to customer retention to go-to-market strategies for new products.

3. Data visualization



Humans process visual representations more easily than spreadsheets, and data visualization conveys complex concepts and calls out patterns in data.

Applications across departments:

- Delivering data more efficiently
- Assisting decision-making
- Showing trends over time
- Communicating information in a universal way
- Surfacing market opportunities

Benefits of upskilling in data visualization:

- Better insights derived more quickly
- Data pattern and trend identification
- Better use of data to inform business strategy

Data visualization tools identify new patterns and convey complex concepts to help people make decisions more quickly—with confidence.

4. Agile project management

Agile project management helps organizations develop new products or services in a flexible and interactive way, shortening development cycles and increasing speed to market.

Applications across departments:

- Ensuring quality
- Improving management of smaller projects within departments
- Improving performance of larger projects managed by the PMO
- Enabling cross-functional collaboration
- Keeping up with the fast pace of change
- Improving relationships with stakeholders

Benefits of upskilling in agile project management:

- Faster time to market
- Better communication among teams
- Better models for continuous improvement

Understanding agile approaches can give employees a deeper understanding of how to improve processes, and it empowers them to manage projects more effectively.



5. Design thinking

Design thinking is an approach to product design that prioritizes users, taking an iterative approach that encourages improvement through testing and incorporating user feedback. It is not, however, limited to product design and can be applied to problem-solving, collaboration, and decision-making.

Applications across departments:

- Improving ability to see root problems
- Building on insights to serve human needs
- Creating customer-centered solutions
- Imagining, co-creating, and prototyping new products, services, strategies and business models

Benefits of upskilling in design thinking:

- Better understanding of the user experience
- Fewer unnecessary deliverables created
- Higher user adoption

Design thinking can help teams put themselves in the shoes of users and find innovative solutions to problems.

Building a learning culture for everyone

Improving capabilities across an organization means upskilling everyone regardless of department or function. Developing talent can help improve your organizational capabilities—especially in the five key areas for corporate growth: RPA, AI, data visualization, agile project management and design thinking. Upskilling in these areas can help establish a culture of innovation, productivity and a continuous learning mindset.

Improving capabilities across an organization means upskilling everyone regardless of department or function.



Invest in tomorrow

Stay ahead of the curve with PwC ProEdge, the revolutionary way to upskill your people and prepare your organization for tomorrow. This unique platform allows you to pinpoint critical skill gaps and effectively help close them with automatically generated personalized learning pathways. Leading curated content, coursework and hands-on learning empower your workforce to make an immediate impact at scale. ProEdge enables your people to perform at their highest level—giving them the power to help transform your entire organization.

Learn more at ProEdge.PwC.com.



ProEdge

A PwC Product

© 2021 PricewaterhouseCoopers LLP. All rights reserved. PwC refers to the United States member firm, and may sometimes refer to the PwC network. Each member firm is a separate legal entity. Please see www.pwc.com/structure for further details. This document is not intended to provide legal or medical advice. Please consult with legal counsel and medical professionals as part of your return to work protocols as appropriate. 919197-2021