



Consulting Excellence Award for Client Service & Value

PwC

Foresight is critical to transformation. It answers why, where, how and when to transform. Companies use it to work out what their future might look like, how they can shape that future and what they need to do to get there. It also helps to work out the move or response to disruptive new entrants, or the potential from new tech, demographic changes, climate change or other megatrends.

Our clients worry about their purpose, relevance and legacy in this unforgiving world. They want us to help them escape obsolescence, avoid the risks from disruption and discover profitable opportunities. They want to hear vivid stories that they can remember; they want to be excited by 'hot' topics.

The creation, curation and distribution of Foresight is considered one of our most valued capabilities. And so, we are putting Foresight at the heart of our business so it can inform every client conversation, presentation, proposal and project. Our vision is to shape the success of organisations around the world by using foresight to anticipate the actions they should take.

We recognised that, even when we had quality thinking and material, we still had some way to go to help our people translate that into meaningful conversations with clients. So we orchestrated a comprehensive communications and training campaign, including sharing success stories, a new Masterclass series, external speaker events and a new e-learn, increasing the number of people who know how to develop and then use Foresight in client conversations.

We've also developed a bespoke commissioning and development approach to allocate resource to Foresight. And we've developed an innovative approach to the creation and use of Foresight, embedded in the DNA of our organisation. We may publish our views or hold an event to share and discuss them, often leveraging our 'Megatrends' series. But we also do much more. We bring companies together to develop new ventures or just debate, we develop new ventures ourselves, take ideas to the top of the organisation, and take more risk in our commercial arrangements. And we create environments in which we can co-create these transformational ideas, drawing on the insights and intelligence of partners such as the London Business School, the Harvard Business School Press, Google, think tanks such as Demos and clients themselves, that lead to real, practical action afterwards.

Our flagship Foresight campaigns are tackling societal as well as business issues including healthcare, environment and young workers, and we always use consumer/citizen voices, so our insights are 'real'.

From a survey of 1,000 of our Consulting people across 31 countries, 70% actively want to use Foresight in their day job - they're remarkable people and they expect to solve and frame complex problems. Foresight gives them a platform to do this in their day job. And we're proud of it!