

New world

New skills

PwC Work Experience

Project Briefs

August 2024



Project outline



Your task

You're now working as a team of PwC advisors for one of our clients. Our clients have asked us to support them with solving a problem that they're currently facing. The project briefs in this pack are examples of the type of problems a client might ask PwC to help them with.

- **Geomodal Recruitment Limited**
- **Vivavibe**
- **Evergreen Hiring Limited**

Over the course of this week, you'll be given time to work on your chosen client. In your teams, you need to work together and think about how you would approach this brief.

The output

You need to prepare a **five minute** presentation, outlining how you would approach this brief.

You'll be delivering your presentation to a PwC panel **in the morning of Friday 9 August**. You'll then answer questions about your presentation from our panel. You'll receive feedback on your presentation, both in terms of your proposal and your delivery.

Make sure you stick to the five minute time limit.

To help you come up with an impactful presentation, on Tuesday afternoon you'll have a session on presentation skills.

There is **no right or wrong answer** to these briefs. We want to hear your ideas about how you'd help solve this problem using the teams and capabilities from across PwC. So enjoy it and try to be creative with your approach.

What you need to do to get started

You'll be working in groups within your local office group.

1. Spend some time getting to know each other.
2. Choose which client you want to work on.
3. Assign roles within your team, decide how you're going to approach the task and make a plan for the week.

[Here](#) is a template slide deck that you may wish to use for your presentation.

When will you be working on your project?

You've been allocated **five hours** throughout the week to work on your client project, which is outlined in your timetable.

[Here is a link to](#) our daily crib sheets which will guide you through preparations for the presentation with expectations of aims for each day.

Be realistic with what you can achieve to ensure your final presentation fits the brief.

If you have any issues or any questions, please get in touch with your office lead in the first instance.

Please note: all scenarios are fictitious and not based on any real life clients or information.

What will the PwC panel be looking for?

An effective presentation needs more than just great ideas. Think about how you can demonstrate the skills you'll be learning this week, including problem solving, teamwork, listening and speaking (success criteria below).

The panel will be expecting to see presentations that are clear and concise, so think about how you can keep things simple and focus on getting your key points across.

Make sure to give everyone in your team the chance to contribute. We all have different skills and areas we want to develop, so ensure you use this opportunity to think about what you and your team members want to learn from this project.

Success criteria: what skills are we looking for you to demonstrate?

- Speaker introduces themselves clearly.
- Speaker introduces the topic clearly, giving reason for the presentation.
- The audience has been appropriately identified and presentation considers what audience already knows.
- Presentation structure has an introduction, middle and end.
- Presentation slides support the message with relevant visuals, facts and statistics.
- The speaker is prepared for questions.
- The speaker knows the content of the deck but does not read verbatim.
- The speaker presents clearly and confidently.
- The speaker is aware of their body language.





Project brief one

Evergreen Hiring Limited are opening a new office in a busy city centre. The location has been decided but the office has not yet been built or the design finalised. Management want to ensure that the building is sustainable, and benefits the local environment and the community it is based in. They would like to ensure that all stakeholders that will be affected by the building have been considered.

Your task

As a team, consider how you would incorporate the below stakeholders' opinions into the design and construction of the new office. Your response should consider the following factors: 'profit, planet and people'.

Additional Information

Management- would like the building to be sustainable but not costly, there is limited budget assigned to this project. They would like to achieve some energy savings to reduce the costs of energy bills.

Employees- would like a large car park to allow for commuting by car as only a small number use public transport. They would also like some form of food and drink offering in the building too.

Local environmental groups- have concerns that the building and emissions from cars will destroy the biodiversity in the area, which is already depleted.

Community- there is high local unemployment in the area following the closure of local restaurants.

Government- have set ambitious Net Zero (*achieving a balance between the carbon emitted into the atmosphere, and the carbon removed from it*) targets for businesses, asking them to think of ways to reduce their carbon emissions or face fines.

Customers- expect businesses to do the right thing by the environment and society, more customers are choosing to buy from businesses that are sustainable.

Construction team- can incorporate insulation and double glazing into the design to reduce energy loss but this comes at an additional cost.

Resources to help you:

<https://www.pwc.co.uk/who-we-are/our-purpose/case-studies/7morelondon.html>

Your presentation should include:

- How you have made your building sustainable.
- How you have considered the different opinions and how these have impacted your design of the office building.
- How you will communicate your proposal to the different groups and overcome any possible challenges.



Project brief two



Vivavibe is an events management company who run all kinds of different events for businesses, universities and other organisations. They want to start to incorporate more technology into their events and they are keen to use virtual reality to help them give their events the **‘wow factor’**. They’ve asked PwC to get involved in helping them with this task and you are working on the project.

Virtual reality headsets are being used on events and are really popular but feedback is coming through from participants that they aren’t easy for everyone to use.

Your task

As a team you need to look into this feedback received and work out ways to improve the experience with the VR headsets so that everyone can enjoy using the virtual reality headsets and get the most out of the sessions.

Feedback received from users

“I have some problem with mobility in my hands which makes using the buttons on the controllers that come with the headset hard to use.”

“The headset can be quite hard to use with my glasses.”

“When I use the headset with my hearing aid I struggle to hear and I get a lot of feedback.”

“I wear a turban and it can be uncomfortable trying to fit the headset over my headwear.”

Your presentation should include:

- How will you address the accessibility issues listed above (you don’t need to address all of them but you should consider at least two of them in your response).
- How will you ensure your solution is successful and works for those who need it.
- How you will measure the success of your solutions.
- How will you make your solutions available to everyone.





Project brief three

Geomodal Recruitment Limited has a large single office location. Now that more employees are returning to work in the office, the leadership team wants to focus on a new environmental policy. The client has a current budget of **£400,000** for the project.

They have completed an employee survey of suggestions, along with the estimated cost or saving for each:

SUGGESTION	UPFRONT COST (£)	ANNUAL COST (£)	ANNUAL SAVING (£)
Recycling policy, including education and signage	50,000	n/a	3,000
Office wide move to recycled paper	n/a	n/a	7,000
Move to reusable cups/cutlery/boxes in staff canteen	110,000	n/a	6,000
Eco friendly travel incentives including bike purchase loans and education	n/a	75,000	n/a
Energy efficient heating and cooling systems	250,000	n/a	20,000

Additional Information

- Energy costs are expected to continue to rise.
- Employees are working from the office about 60% of the time, and most choose to eat in the staff canteen.
- The company has recently moved to an all digital (paperless) filing system.

Your task

The company is looking to maximize the impact they can make with the budget that they have, and are looking for a plan to do this, which may also include ideas not mentioned above.

Your presentation should include:

- Which combination of ideas is best, given the client's budget, and how might this be achieved?
- How can employees be encouraged to participate, and how might the client monitor the success of the scheme?
- What are some ways that the company could advertise or publicize the new policy?



