

Tomorrow's leaders today

In collaboration with its global partner AIESEC, PwC conducted research with over 200 AIESEC young leaders using questions from PwC's 19th Annual Global CEO Survey, supplemented by a series of talent specific questions.

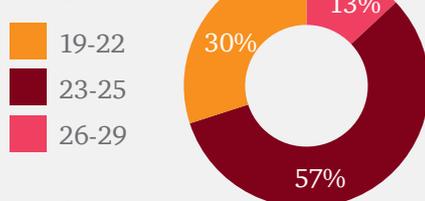
The results compare the views of these young leaders (some of them potential CEOs of tomorrow) to the New Zealand CEOs interviewed. An international youth organisation, AIESEC provides young people with leadership development, cross cultural global internships and volunteer exchange experiences, empowering young people to make a positive impact on society.

The AIESEC network includes over 100,000 members across 133 countries and territories and is the largest youth run organisation in the world.

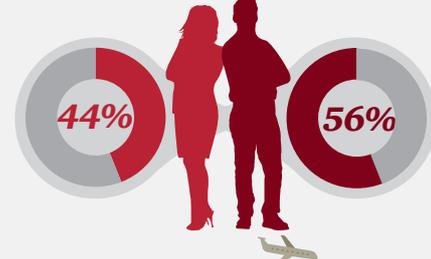
PwC works with AIESEC to engage young people and collaborate on a diverse range of initiatives.

Survey demographics

Age group



Gender



Key findings

How do young leaders see the world?

They're more optimistic than CEOs about growth



They believe organisations should be concerned about social and environmental issues

Top 3 threats for young leaders:



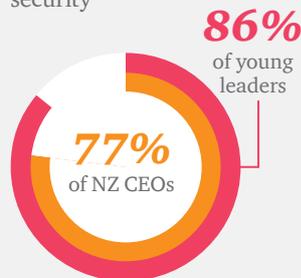
Top 3 threats for New Zealand CEOs:



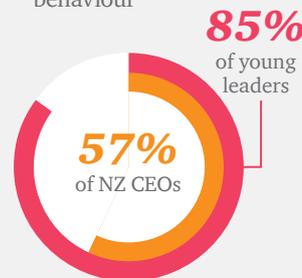
Young leaders and New Zealand CEOs differ in the risks they think businesses are facing

How concerned are you about...

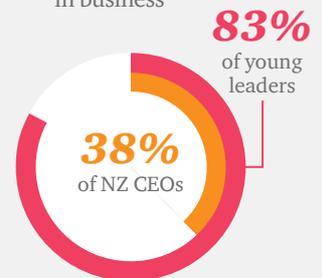
Cyber security



Changing consumer behaviour



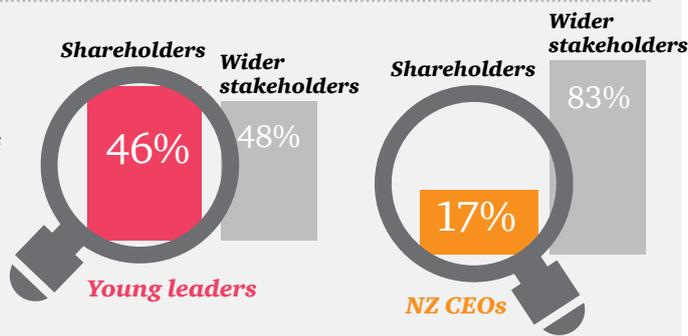
Public trust in business



Key findings (continued)

What's the purpose of business?

More young leaders than New Zealand CEOs still see business purpose as centred on creating value for shareholders



And yet, like CEOs, they agree that business success will be redefined



85% vs. **77%**
young leaders vs. NZ CEOs

... agree or strongly agree that business success in the 21st century will be redefined by more than just financial profit

What do young leaders want from an employer?

Number 1 aspect – by a long way:
Workplace culture and behaviours



CEOs and young leaders agree a **pipeline of future leaders** is the priority for business success



What's most important for society today?

#1 A skilled, educated and adaptable workforce



But young leaders and CEOs don't agree on other outcomes

Other top outcomes – CEOs:

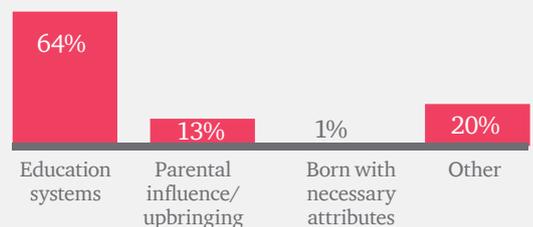
- Adequate physical and digital infrastructure
- High levels of employment

Other top outcomes – young leaders:

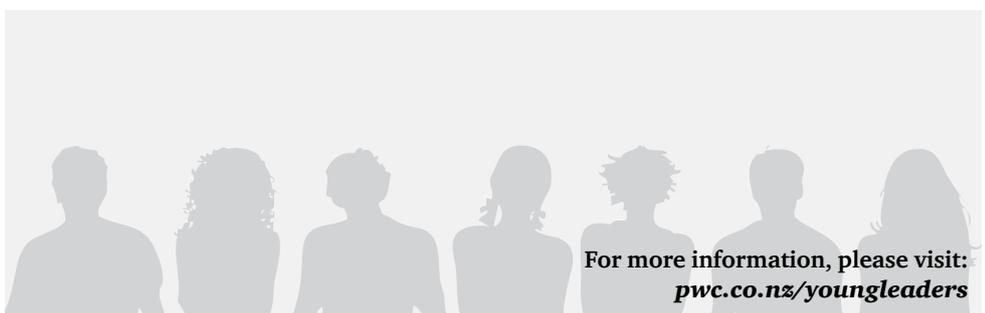
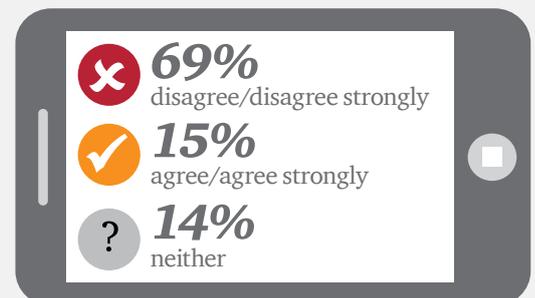
- Greater income equality
- Workforce diversity and inclusiveness

What will make – or break – the leaders of tomorrow?

What's the most influential factor in creating future leaders?



Does your country's education system effectively equip students to thrive in the digital age?



For more information, please visit:
pwc.co.nz/youngleaders