

# Accelerate your value delivery with our subscription offer

<https://www.pwc.lu/en/pwc-experience-center.html>

# Agenda

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# Designing change is what we're about

We are offering a subscription service to help clients to reach their vision for the future, aiming to bring stakeholders together to solve complex challenges, identify and address potential obstacles, and drive rapid results on their key initiatives. Our subscription gives clients access to our broad toolbox as well as experts to facilitate collaboration, problem-solving, and alignment. We can help with a range of challenges, such as identifying additional revenue streams, providing great customer service, developing customer-centricity, enhancing existing revenue streams, improving customer experience, breaking down silos, and justifying project ROI.

We do so by designing and facilitating sessions that encourage collaborative work, creative problem solving, and out-of-the box thinking.

If you're looking to think and work differently, you've come to the right place.

**Welcome to the Experience Center.**

**100+**

**CEO and decisions  
makers were  
inspired**

**300+**

**Sessions facilitated**

**2000+**

**Participants from  
35+ companies**





## How we can help

What is your vision of the future? What do you want your organisation to look like and how are you going to take it there? You know you need to change - but are you clear of the direction and the pain points that might become obstacles along the way?

Our experience in facilitation can help you develop a solution that best meets your needs, while our problem-solving skills can help you identify and address any potential obstacles. We can help you achieve a clear vision and create a roadmap to get there, ensuring that your organisation is on the right path to success.

### Why do you need support to speed up your value delivery?

- > You need to solve complex challenges that require new ways of thinking and working
- > You need to align on future-state which asks for cross-department support and co-creation
- > You need to achieve rapid results through active experimentation and collaboration

### What can we do to help you on your journey?

- > Together we can deliver rapid results through a series of on-demand sessions
- > Together we can bring your people, our experts and facilitators to solve complex problems
- > Together we can use a human-centred approach to manage change and get stakeholder buy-in

### How can we do this?

- > We are expert facilitators specialised in collaboration, problem-solving, and alignment
- > We have a space for collaborative work that is built specifically for that purpose
- > We now offer a subscription-based model to accompany you throughout the year

Our collaboration with you is flexible. You come to us whenever you need to run a session. Your subscription gives you on-demand access to our broad toolbox and our deep expertise. Select one of our three subscription packages based on the level of support you need. Activate the power of the Experience Center now to drive rapid results on your key initiatives!



# Our Guiding Principles



## Visioning

We have helped dozens of CEOs and their teams to create their vision of the future, centred around the needs of their key stakeholders



## Alignment

We have met over 100 CxO partners and many decision makers in Luxembourg to align on the issues to be solved



## Engagement

We energised whole organisations and their leaders by creating a space and methodology to onboard people in the change process



## Mindset

We trained hundreds of people on how to apply a customer-centric mindset, inspiring people to change their organisation and their careers



## Collaboration

We epitomise human-centred design through our collaborative approach, compressing months of work into just a few days

## Your challenges

### Identifying additional revenue streams

Did you know that 56% of companies aren't confident they can identify new revenue opportunities?

### Providing great customer service

Did you know that 62% of B2B customers 'purchased more after a good customer service experience' vs 42% of B2C customers?

### Developing customer-centricity

Did you know companies achieve 59% higher revenue growth when they lead with a 'customer needs first' approach?

### Enhancing existing revenue streams

Did you know that 63% of companies say product or service innovation is most important to rebuilding or enhancing their revenue?

### Improving customer experience

Did you know that 16% of premium customers will pay for a better customer experience, but only 15% of CEOs think their customer experience is effective?

### Breaking down silos

Did you know that only 30% of companies provide support to work effectively with people who share different views?

### Justifying project ROI

Did you know organisations achieved 229% median ROI per project when applying human-centred design thinking principles?

Source: PwC, Strategy& and Forrester

## About you

# Your challenges

### CEO

Accelerate **decision-making**, keep all **stakeholders aligned** and drive ownership while dealing with multiple pressing issues to ensure that your company is “**future-ready**”.

### Head of Transformation

**Align your stakeholders** who may have different visions and levels of knowledge, identify and **manage competing priorities**, and make the best of available resources.

### Head of Innovation

Show the **importance of innovation** to all of your stakeholders, onboard your staff and in the process and make them innovators to **build a bulletproof business case** for a new initiative.

### Head of PMO

Navigate the conflicts that arise when it comes to **prioritising strategic projects** – all this while senior management is seamlessly disconnecting and disengaging for the key priorities of yesterday.

### Head of CX

Anticipate changing customer needs and behaviours and develop a **client centric culture** in your organisation. Align the organisation behind customer opportunities and mobilise the relevant resources.

# About you CEO

*We offer CEOs a subscription service to help with decision-making and alignment between stakeholders. Using Design Thinking, we integrate the needs of people, technology, and business through the subscription-based model that includes on-demand consultation with PwC subject experts. So we ask you, what are the strategic issues you are struggling with that could benefit from a dedicated session?*

## **Your challenge**

As a CEO, your role is to drive the execution of the strategy at the local level while dealing with multiple pressing issues and ensuring that your company is “future-ready”. Accelerating decision-making, keeping all stakeholders aligned, and driving ownership are common challenges faced by leaders. Especially when facing one-way door decisions (i.e. decisions that you can’t easily reverse), you want to minimise the potential risks, costs of re-work and conflicts. You and your leadership team will need alignment and engagement between the different stakeholders.

## **Our solution**

We have worked with several leadership teams to tackle challenges that were often ill-defined, affecting the whole of their organisation(s) and involving multiple stakeholders with conflicting requirements. By subscribing, our team of collaborative designers will help you succeed in participatory work, mobilise the relevant experts while you benefit from a best-in-class environment for collaboration.

## **Why the Experience Center?**

In Luxembourg (and the Greater Region), we are the only centre for collaboration to offer such a solution. We become your best sparring partner and the best option for your strategic offsite meetings. We ground our approach in design thinking to integrate the needs of people (desirability), the possibilities of technology (feasibility), and the requirements for business success (viability). The subscription to the Experience Center also gives you access to on-demand consultation with PwC subject experts.

## **Your turn**

What strategic issues are you and your leadership struggling with that would deserve a dedicated session?





# About you

# Head of Transformation

*As a Head of Transformation, you are facing the problem of having to align stakeholders with different visions, manage competing priorities, and make the best use of resources. Our solution is an intervention to align on the problem to be solved, moving from the current situation to an ideal solution using a human-centred approach. Our differentiator is threefold, methodology, facilitators and the purpose-built space. So we ask you, what are the high-stakes initiatives where our external support could be beneficial?*

## Your challenge

As a Head of Transformation, you must align your stakeholders who may have different visions and levels of knowledge, identify and manage competing priorities, and make the best of available resources. You have to drive transformation while creating shared ownership for it across senior and middle management to bring about lasting change in your organisation. Driving change can be tricky as it involves multidisciplinary teams, legacy ways of working and technologies.

## Our solution

Our intervention allows us to rapidly partner up with you to align your people on the problem to be solved, the as-is situation, and then to move to an ideal solution, visioning and pragmatic problem solving to reach the target state. The human-centred approach allows you to maintain the energy and dialogue around the transformation. By subscribing to the Experience Center, our team of collaborative designers will help you succeed in participatory work, mobilise the relevant experts and you will benefit from a best-in-class environment for collaboration.

## Why the Experience Center?

Our differentiator is threefold; (1) our methodology allows for a collaborative way of working which puts your customers & employees at the centre, (2) our team of facilitators, creative problem solvers and on-demand SMEs accelerate and enrich this process with their targeted involvement, (3) our unique purpose-built space enables us to effectively and efficiently collaborate and co-create with teams.

## Your turn

So our question to you is, what are some current high-stakes projects/initiatives where you could benefit from pragmatic external support?



## About you

# Head of Innovation

*As a Head of Innovation, you are facing difficulty in demonstrating the importance of innovation, engaging staff, and managing limited resources. We help align your key stakeholders and involve them in short sprints. We also have a unique ability to deal with CxOs and to design best-in-class solutions. So we ask you, what is one topic which keeps you awake at night that your management is waiting for you to solve?*

### Your challenge

As a Head of Innovation, you are facing three major challenges. (1) Showing the importance of innovation to key stakeholders who have different priorities, revenues and costs. (2) Supporting your people as innovators while enabling them to propose new ideas that can be developed into new offerings. (3) Managing limited resources in a small team where every line of the budget is being scrutinised. Also, it is impossible for you to bring a bulletproof business case for a new initiative every time.

### Our solution

For the top management, we can help you align your directors and define the role of innovation in your organisation. As we are neutral, we can explore options and explain what resources are required. We can also support you in reporting the results and managing next steps. Our short sprints, which onboard both staff, decision makers, and our experts, allows us to identify the right direction. We solve in days (or hours) what would take weeks (or months) in emails and meetings.

### Why the Experience Center?

Our differentiator is our unique ability to involve CxOs in the strategic conversations while bringing preliminary research on the subject, introducing SMEs and, when applicable, showcasing customer points of view. We accept divergent opinions before converging on one vision. Our team is a bunch of fellow facilitators who ran over 100 sessions last year on-site and remotely. Our clients always come back because we can handle every step of an innovation journey: from the day they enter with an idea until the day they leave with a minimum viable product ready to launch on the market.

### Your turn

Are you facing difficulties with one topic? We have an idea. Let's try it. We are open to having a quick chat and setting up a half-day session with your management on one specific topic. So our question to you is, what is it that keeps you awake at night that your management is waiting for you to solve?



A woman with long dark hair, wearing a black suit, stands in a modern office environment. She is gesturing with her right hand towards a whiteboard on a stand. The whiteboard displays several diagrams, including a flowchart with boxes labeled 'HP1W7' and 'WHAT IF?', and a Venn diagram with three overlapping circles labeled 'What?', 'Why?', and 'How?'. The background features light-colored wooden paneling and other office elements.

# About you

# Head of PMO

*As a Head of PMO (Project Management Office) you have three major challenges in managing your project portfolios: aligning and prioritising projects with the company's strategy, mitigating resource allocation decisions, and speeding up time for execution. We provide expertise, methodology and an ideal environment to design and deliver sessions that will help you reach the next level of your portfolio strategy. So we ask you, what is one project you'd like to take to the next level?*

## Your challenge

As the head of PMO, you often witness the devastating effect of branches, department or team silos. In a nutshell, your three major challenges are to:

- > Align and prioritise the project portfolio with your firm's strategy and senior management;
- > Manage and mitigate your strategic resources allocation choices; and
- > Speed up the time for the execution of your most critical projects while embracing and promoting agile leadership.

## Our solution

We have supported multiple PMO heads, their teams and executive leadership in smoothing out these issues and harnessing the power of co-creation, design thinking and agile. We help you define and roll out a different PMO approach, re-energise your portfolio management and align with all levels in your organisation. Our work is delivered in sessions we hold at the Experience Center or at your premises. We can work at portfolio level with sessions dedicated to priorities definition, stakeholders alignment and business case design and road mapping. We also work at the project level to help you remove roadblocks, design and run accelerator sessions and rollout collaborative ways of working.

## Why the Experience Center?

We offer a well-balanced mix of expertise, methodology, and ideal environment to design and deliver the sessions that will bring you to the next level in your portfolio strategy.

## Your turn

Think about your most recent blocking point on your portfolio strategy. One where you thought to yourself: "This wouldn't have happened if we had all aligned beforehand". We'll gather with you to design, and run, a three hour session to co-create the way forward with your leadership.





# About you

# Head of CX / Marketing

*As a Head of CX / Marketing, we can help you with changing customer needs and behaviours, creating an ideal customer journey, aligning the organisation behind customer opportunities, and building a client centric culture within a company. We offer a deep understanding of customers, a human-centred approach, a purpose-built space for collaboration and experimentation, expert facilitators, and novel perspectives from SMEs. So we ask you, what is one market segment or an opportunity you'd like to explore?*

## Your challenge

As a head of Customer Experience and/or Marketing, you may struggle with anticipating changing customer needs and behaviours, a lack of client-centric culture in your organisation, and market messaging that is unclear or unaligned. You find it challenging to align the organisation behind customer opportunities and to get the resources to seize those. You may feel that your peers are operating based on well-established habits, biases and assumptions, while the market reality keeps evolving.

## Our solution

Our approach starts with a deep understanding of who the customer is and what customer-centricity means. Then, armed with that knowledge, we seek to align the key stakeholders on the biggest challenges for different customer personas. One outcome could be an exhaustive list of cross-departmental priorities to reach an ideal customer journey. Another could be a competitive analysis of the market opportunities and threats or simply a customer-centric change in your stakeholders' behaviour through a creation of a new governance framework.

## Why the Experience Center?

Our differentiator is the deep know-how of various markets and customers, combined with our human-centred approach, and our purpose-built space for collaboration and experimentation which makes us a unique choice in Luxembourg (and the Greater Region) as a partner of choice for your customer-centric initiatives. Our expert team of facilitators speed up this process and on-demand SMEs provide novel perspectives on long-standing issues in your organisation.

## Your turn

You don't have personas or journeys, or you'd like to get more out of the existing ones? Call us!

You want to exploit a market segment or an opportunity? Drop us a line and we can frame it together.



# About us

# Our methodology

*Foremost, we put the human at the centre of everything we do - and that is the same advice we would give to you. By using human-centred design in a structured manner, we start by identifying the problem to be solved and then working collaboratively to find the right solution.*

Human-centred design allows us to combine the business needs, customer desires and technology enablers to co-create rapid solutions that meet your objectives.

Our in-depth knowledge of various industries, combined with our experience in session design and facilitation, makes us well positioned to be your trusted partner. We focus on aligning your stakeholders through a constructive process that fosters out-of-the-box thinking to create unconventional solutions. By involving your employees in the co-creation process, we seek to get their support early on, making sure that after our intervention, we have equipped you to succeed on your own.



## Focus on: MG Taylor Methodology

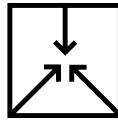


### SCAN

Are you struggling to solve complex problems and drive innovation within your organisation? Do you feel like your team is stuck in a rut and lacking the creative spark needed to move forward?

The MG Taylor methodology is a proven approach to problem-solving and organisational development that will help you identify and solve complex problems, design and implement innovative solutions, and facilitate change.

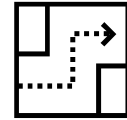
Our methodology takes a holistic approach to problem-solving, recognising that problems and opportunities are often interconnected and that solutions



### FOCUS

need to be integrated and holistic. We emphasise the use of visual tools and techniques to help individuals and teams to understand complex information, generate new ideas and insights, and communicate effectively.

Our approach encourages collaboration and co-creation among participants, recognising that diverse perspectives and expertise are essential for solving complex problems and creating innovative solutions. We follow an iterative process of problem-solving and solution design, with frequent feedback loops and course corrections to ensure that solutions are effective and aligned with the needs of your organisation and its stakeholders.



### ACT

With our experiential learning approach, your team will be actively engaged in problem-solving and solution design, learning through doing and reflecting. Our range of tools and techniques, including visual mapping, scenario planning, system modelling, and simulation exercises, will help your team tackle complex challenges and drive innovation and change.



# About us

# Our space

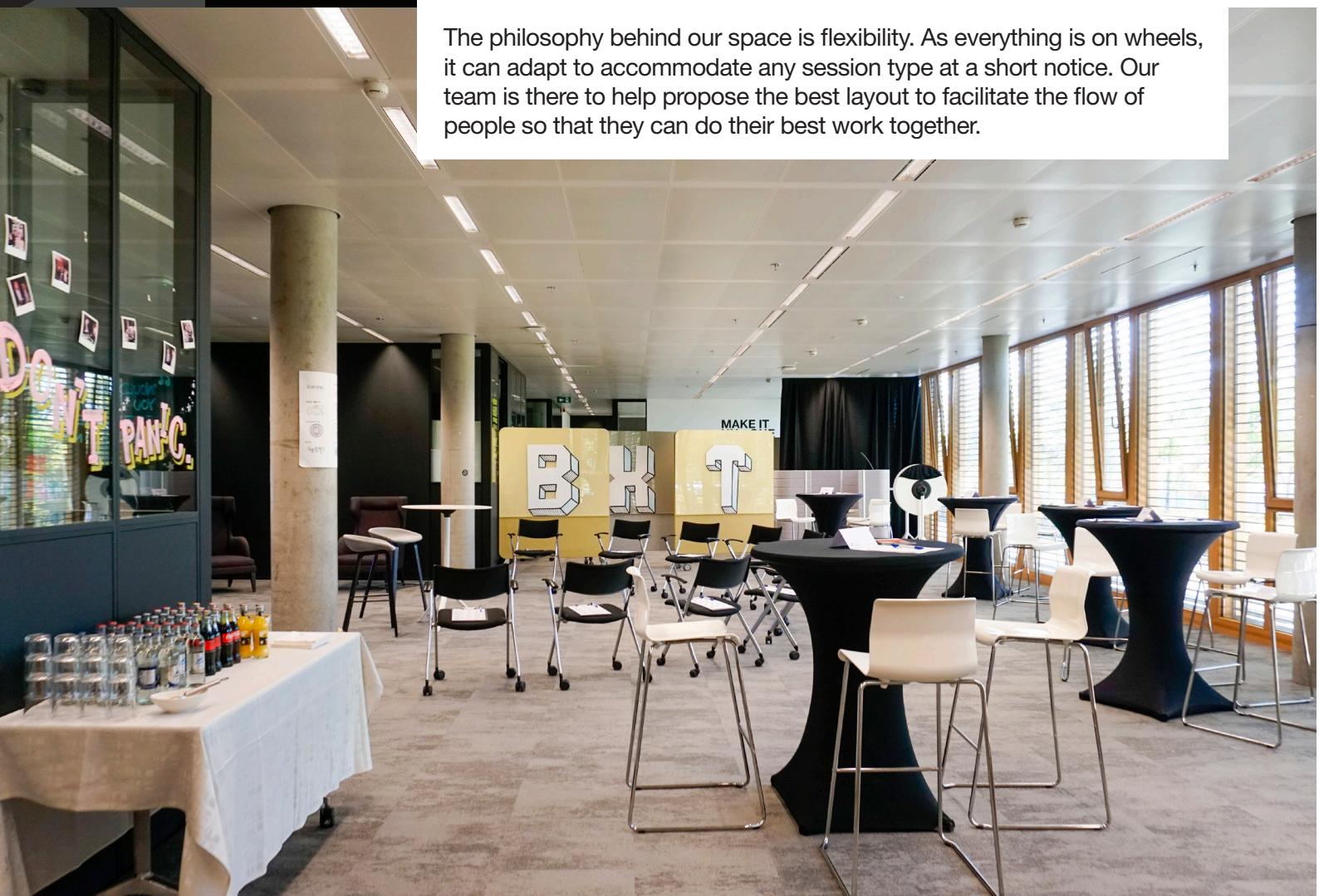
The Experience Center is an inspiring and purpose-built space for collaboration. An ultra versatile space that looks empty at first but has all the necessary technology and equipment, and possibilities to foster creativity in several ways.

Think of it like the Harry Potter's changing room of requirements - it can be anything your imagination wants it to be. The initial impression of the space can create a blank slate for individuals to start thinking outside of the box, without preconceived notions or distractions.

## Our spaces available to you

Spanning over 400sqm, our facilities are equipped with everything you need to work differently. Our sandbox can host up to 50 people and is an ideal place to frame problems and ideate on potential solutions. In addition, when working with larger groups, smaller breakout areas are used to speed up session delivery. Project rooms are also available for teams looking to incubate their projects with us.

The philosophy behind our space is flexibility. As everything is on wheels, it can adapt to accommodate any session type at a short notice. Our team is there to help propose the best layout to facilitate the flow of people so that they can do their best work together.







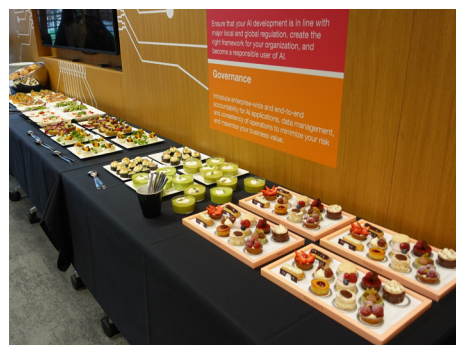
**Lounge Area**

**Soundproof Phone Booths**



**Rockwell project room**

**Our catering**



**Helvetica meeting room**





## About us

# Our dedicated team

Our team comprises various profiles, but they all share the same passion for human-centred design. We are a team of expert session designers and facilitators. Our team is composed of highly experienced designers, business and tech specialists. Our skill set includes session design, innovation, strategy, training delivery, incubation, and prototyping.

We are proud champions of new ways of working, where collaboration and creativity are the starting point of any initiative. Our team can help you unlock the full potential of your people in a safe environment, where they can learn by experimenting and iterating until they've created an ideal outcome.

We are here to support you in a variety of project types while you build your own design capabilities.





# Menu

## Subscription-based sessions

### What we offer

We offer five different session types as a part of your subscription offering. You can choose any of them as a part of your subscription. We will then work together to tailor these to your specific needs.

### Your advantage

Our subscription offering gives you the flexibility to choose when you want to run a session, on which topic and with whom, including your own people and our experts. Our sessions include preparation, a full-day execution, and take-away materials. They come with no strings attached, meaning that each session acts as a stand-alone, with no commitment to a larger engagement with PwC.

### Our menu

We design sessions tailored to your needs but here are five typical session types we offer:



#### Value Strategy

Looking for additional revenue streams and ways to enhance the revenue of current products and services.

#### Outcome

Value Proposition  
Business Model  
Segmentation  
Go-to-market strategy



#### Stakeholder Alignment

Aligning your stakeholders and optimise the AS IS or TO BE situation.

#### Outcome

Vision  
Roadmap  
Governance/RACI matrix



#### Customer Discovery

Partnering up with clients to understand their needs, wants and pain-points to be more customer-centric.

#### Outcome

Customer Journey  
Persona  
Empathy Map  
Customer Problem Statement



#### Project Acceleration

Eliminating the roadblock of the project to overcome the short deadline and limitation of the budget.

#### Outcome

Project timeline  
Action Plan  
RACI matrix  
Speedboat



#### Mindset Trainings

Improving customer satisfaction and experience by learning and applying design thinking process.

#### Outcome

Design Thinking Playbook  
Workbook  
Communication materials (*images/ videos*)

# Menu

## 1. Value Strategy



*The Value Strategy session provides a solution for organisations looking for additional revenue streams and ways to enhance the revenue of current products and services. The session involves co-creating a clear business opportunity with key stakeholders, asking more interesting questions to discover original ideas, incorporating customer-driven criteria to improve the value proposition, and building a portfolio of options to test in the market. Outcomes commonly include value proposition, business model, segmentation, and go-to-market strategies.*

### Your challenge

- > Are you struggling with finding additional revenue streams?
- > Are you looking to enhance the revenue of current products and services?
- > Are your problems defined in conventional ways that lead to conventional solutions?
- > Are your potential solutions creating new behaviours that makes employee support essential?

### Our solution

- > Co-creating a clear business opportunity with key stakeholders, our experts and facilitators
- > Asking more interesting questions to help your teams discover more original ideas
- > Incorporating customer-driven criteria to improve the quality of your value proposition
- > Lowering risks and costs by building a portfolio of options to test in the market
- > Winning the support of your employees by proactively involving them in the process

### Common outcomes

- > Value Proposition
- > Business Model
- > Segmentation
- > Go-to-market strategy

# Menu

## 2. Stakeholder Alignment

*The Stakeholder Alignment session provides a solution to help align your stakeholders and optimise the AS IS or TO BE situation. Our process includes co-creating a compelling vision, identifying champions of change, and questioning assumptions, working around behavioural biases, and creating a realistic roadmap. This will lead to common outcomes such as a Vision, Roadmap, and Governance/RACI.*

### Your challenge

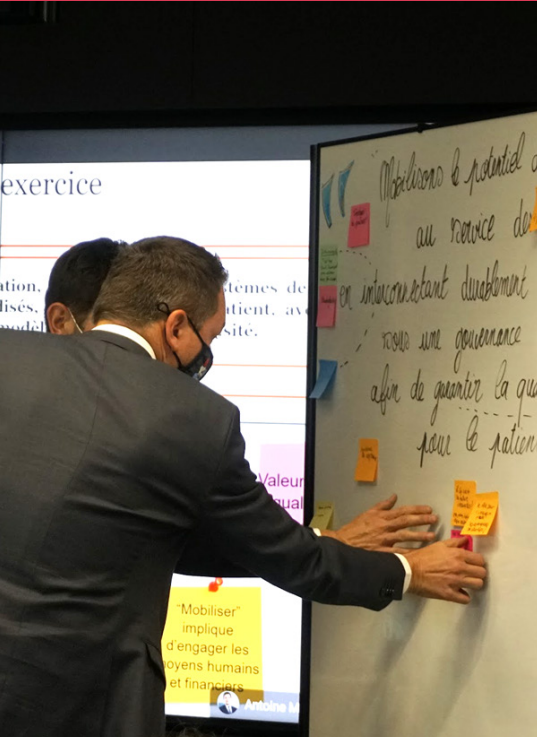
- > Are your stakeholders misaligned on the AS IS or a TO BE situation?
- > Do you have too many interdependencies on a selected project or initiative?
- > Is there no clear responsibility in a single stakeholder or stakeholder group?
- > Are many cross-functional teams involved with the focus on constraints imposed by the status quo?

### Our solution

- > Aligning your stakeholders and getting their support on the key challenge (problem to be solved or opportunity to be tackled) and mobilising them to action by co-creating a compelling vision
- > Identifying champions of change with a personal commitment to turn vision into action, increasing a chance of success
- > Surfacing and questioning assumptions, working around behavioural biases and fixation on first solutions to build a realistic roadmap

### Common outcomes

- > Vision
- > Roadmap
- > Governance/RACI



# Menu

## 3. Customer Discovery



*The Customer Discovery session provides a solution to become a more customer-centric organisation. It involves partnering up with clients to understand their needs, wants and pain-points, living the customer's experience by immersing in their environment, and ideating on future state scenarios. Common outcomes include Customer Journey, Persona/ Empathy Map and Customer Problem Statement.*

### Your challenge

- > Is your strategy, products or services too business-driven, with little input from customers or other stakeholders, with little attention to political, economic, social, environmental, and other trends?
- > Do you only have a partial view of end-customer needs through a biased lens of what you already know?
- > Do you also perhaps struggle with generating valuable insights from customer data leading to poor product-market fit?
- > Would you also like to become customer centric as an organisation?

### Our solution

- > Partnering up with your clients to understand their needs, wants and pain-points, understanding how current strategy and products/services fit with their jobs-to-be-done
- > Living your customers' experience by immersing yourself in their environment, understanding the complete customer journey, touchpoints, and channels of communication
- > Mapping customer-centric problem statements and defining jobs-to-be done
- > Ideating on the future state scenarios to address identified problems and opportunities

### Common outcomes

- > Customer Journey
- > Persona
- > Empathy Map
- > Customer Problem Statement



# Menu

## 4. Project Acceleration



*The Project Acceleration Session is a solution for teams that are experiencing roadblocks on a project/initiative and are unsure of how to get unstuck, having short deadlines to meet or several deadlines that have already been broken, and feeling like there is still a lot of work to be done with a constrained or exhausted budget. The solution is to accelerate and iterate on an existing initiative to unblock teams, identify blockers and drill down to the root cause of the problem, work on potential solutions with PwC experts, align conflicting priorities, interdependencies and constraints through an action plan, and clear definition of roles and responsibilities. Outcomes include a project timeline, action plan, and RACI matrix.*

### Your challenge

- > Is your team experiencing a roadblock on an initiative and is unsure of how to get unstuck?
- > Are you having short deadlines to meet or several deadlines that have already been broken?
- > Is your budget constrained or completely exhausted?
- > Do you feel like there still seems to be a lot of work to be done?

### Our solution

- > Accelerating & iterating on an existing initiative to unblock teams and achieve immediate results
- > Identifying blockers and drilling down to the root cause of the problem by bringing an outside perspective
- > Working on potential solutions with the help of PwC experts to create a revised project timeline
- > Aligning conflicting priorities, interdependencies and constraints through an action plan
- > Unblocking the project team through clear definition of roles and responsibilities

### Common outcomes

- > Project timeline
- > Action Plan
- > RACI matrix

# Menu

## 5. Mindset Trainings

*The Mindset Training session helps organisations improve their customer satisfaction and experience by learning and applying design thinking methodologies. This includes theoretical understanding of customer problems and finding solutions, a safe space and guidance to practise learning through doing, and a toolkit to integrate the solutions into their daily work. The programme results in a Design Thinking Playbook, workbook and communication materials.*

### Your challenge

- > Are you struggling with installing a customer-centric culture in your organisation?
- > Are you facing difficulties in getting your people to collaborate across departments?
- > Would you like to improve your customer experience and their satisfaction?
- > Is your organisation leading with a 'customer needs first' approach?

### Our solution

- > Organising a training programme to upskill your organisation on design thinking, customer & employee experience methodologies
- > Providing theoretical understanding on how to identify customer problems and collaboratively generating solutions to those
- > Facilitating a safe space and expert guidance for your people to turn a theory of design thinking methodology into practice learning by doing
- > Equipping your teams with a design thinking toolkit that can easily integrate into their day-to-day work

### Common outcomes

- > Design Thinking Playbook
- > Workbook
- > Communication materials (images/videos)



# Our Subscription Packages



## Standard

### Regular Workshop

*Figure out the best collaborative solution in the EC space*

- 8 hours of workshop
- Up to 10 people per workshop
- 1 topic of your choice
- 1-month of preparation
- Use of PwC EC Space
- Support of 2 PwC EC experts



## Premium Subscription Pack

*Full-year of facilitation and collaboration consulting at a cost-effective price*

- 40 hours of workshop in 1 year
- Up to 20 people per workshop
- 5 topics of your choice
- 30 hours of collaboration consulting
- Use of PwC EC Space
- Support of 3 PwC EC experts



## Discovery

### Facilitation Support

*Discover the collaboration methodology and be supported by a PwC expert*

- 20 hours of collaboration consulting
- 2 topics of your choice
- Support of 1 PwC EC expert



The left margin of the page features three distinct decorative panels. The top panel is a square containing overlapping circles and squares in shades of pink, grey, and black. The middle panel is a square containing a large circle split vertically, with the left half in grey and the right half in yellow, set against a black background. The bottom panel is a square containing a grid of smaller squares in shades of grey, black, and pink.

# Designing tomorrow. Together.

**Got an idea or a challenge on your mind?  
Reach out to us.**

**Gregory Weber**

Experience Center Leader

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<https://www.pwc.lu/en/pwc-experience-center.html>