



*Our culture  
programme –  
energy for  
everything  
that's impor-  
tant to us.*



# ***“Energy to grow your own way”***

... describes our culture programme. Its aim is to ensure that we have energy for everything that's important to us – both in our professional and personal lives. This differentiates us from our competitors, and our clients and colleagues notice it too. Because ultimately it's a kind of added value for everyone concerned!

## **What we mean:**

Motivated employees who enjoy their work, are committed to it and want to do their best represent a key success factor for PwC. That's why we offer people a stimulating work environment with fascinating tasks, inspiring colleagues and a wide array of personal development opportunities. “Energy to grow your own way” is our programme for putting punch behind that claim. We thematise what energy gives us for things that really count in life. We want to be fully tanked with the kind of energy that enables us to achieve the outstanding. Our programme is holistic in nature, but it focuses on four specific areas: Action, Spirit, Rest and Food. All four elements help us to keep our energy household in tip-top order.

## **Our culture**

In 2016, it was time to become a more purpose-led, values-driven network. We looked to the market to determine how the needs of our clients have changed, and asked our people what is important in our culture.

In response, we came up with a simple, consistent frame that links why we exist – our Purpose; what we're focusing on to achieve that ambition as a business – our Vision 2020; and how we will work with our clients and each other – our values and behaviours.

And in Switzerland, we're going one step further: because only when our people are full of energy can they do their best – on the job, for clients and in their spare time – and get their personal priorities straight. Energy is the fuel for inspiration, good ideas and outstanding solutions. It makes the kind of difference our clients and colleagues appreciate so much: a culture full of energy.

## **Our branding**

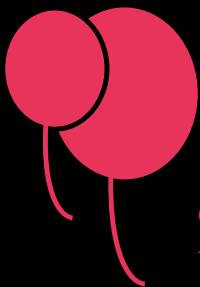
“Energy to grow your own way” is symbolised in black and pink. Pink stands for creativity; black for intellect and analytical acumen. Our people should be able to personify both – and our programme gives them the energy necessary to do that.



## *Our activities*

“Energy to grow your own way” consists of four elements: Rest, Spirit, Action and Food. By incorporating these four elements into our daily activities, we can exert a positive influence on our mental and physical energy levels. This of course is a decision each and every person has to make on their own – and for that reason, all of the activities are voluntary for those who want to select from the menu of options.

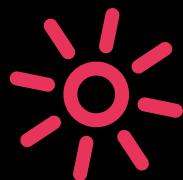




## *Spirit*

Our personal mindset can either lend or rob us of energy. So we offer our people a broad range of informational and educational opportunities,

coupled with various activities, all of which are aimed at fostering an energy-packed environment that has a positive influence on our attitude. Things like training sessions on time management, self-organisation, prioritising and delegating, as well as continuing education in the area of leadership for the furtherance of ourselves and others. There are also booster sessions, lunchtime events with motivation trainers and meditation experts, energy tips via Twitter, a video, a website, and even a ceo magazine issue devoted to the topic. Not to forget the way we welcome



new employees by offering them a box full of energy goodies along with helpful hints for their first day on the job. The new, “energised” giveaways we present to clients as a token of our appreciation are also part of this. And not least of all, the step-by-step adaptation and optimisation of our entire workplace concept – with the Basel and Zurich offices at the forefront in this regard.



## *Action*

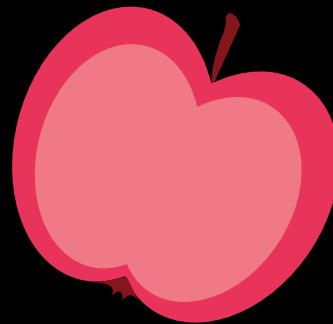
Movement builds energy. We encourage our people not just to climb the stairs instead of using the lifts. We also offer them reduced-price fitness studio memberships, organise teams to take part in various charity runs wearing black-and-pink running shirts, and support our colleagues' initiatives for running meets and team sports. At some of our PwC locations, we have locker rooms and gyms where Pilates, Yoga and Bootcamp sessions can be held. Those

who want to keep tabs on their footwork can do so with a pedometer. And we have an ergonomics expert who will see to your proper workplace posture.





# Food



The things we eat have an influence on our energy household. We don't claim to be dieticians ourselves – but to keep that household in order, we regularly invite experts with different takes on proper nutrition to join us for informational gatherings and consultations on nutrition. This way, everyone can get their own impression of what's right for them. In the canteen, we intentionally offer healthy meals and nutritious takeaway

lunchboxes. Fluid intake is important – so water dispensers abound, and there's always free tea (even ginger teal), water and coffee to be had in the lounge areas. Not to mention the daily dose of fresh fruits and nuts available at no cost.



# Rest



Rest and recovery are of equal importance in keeping our energy household in order. Regular breaks and a quick snooze can work wonders not only in terms of the ability to concentrate. For that reason, we have a relaxation room for "power nap" purposes. We also invite sleep experts to talk to us about good and bad habits that can influence our sleeping habits. Plus the flexible working hours that help us to keep our work/relaxation efforts in proper balance. And in that regard, rest and recovery means more than just sleeping. It also means activities that compensate for the daily hustle and bustle of business life, even as they provide new impulses. Variety and fun are also important: we offer employee discounts on Ticket Corner bookings and organise regular After-Work Parties as well as the Staff Energy Night.



# Energy as a constant companion

The four elements of our "Energy to grow your own way" programme flow into various PwC activities. They also play a role in our approach to recruiting – be it in job ads or at our trade fair stand – as well as in our continuing education programme and our understanding of leadership. They also find their way into our publications: from New Year's greeting cards to our annual report. Energy is also a theme, at least in terms of catering, when it comes to our events: at the Swiss Economic Forum; the Swiss International Finance Forum; client events like the PwC New Year's Exchange; music festivals; the Finance, Fashion, Food series; our alumni events; on Future Day; and also at internal gatherings such as the Partners Conferences and the CEO Road Show.

# *Our life: Coffee corner at PwC – a conversation among colleagues*

Fränzi's and Hans' daily routine provides them both with energy.  
Miguel is still looking for his ideal day-to-day routine. What gives  
you energy? It's something different to each and every one of us.



*How do you keep your  
energy levels up?*

## Energy for everything that is important to us. Our ideas to boost energy.

**Fränzi drinks ginger tea**  
(Contributes to hydration, supports immune system)  
**in the morning**



**eats well-balanced meals with fish at lunchtime**  
(Rich in omega-3 fatty acids, which help prevent depression and are good for your heart).



(Boosts energy levels and reduces stress and anxiety)



**tries to get 8 hours of sleep.**  
(Lack of sleep reduces your problem-solving skills and your ability to cope with stress.)



**She goes jogging over lunchtime twice a week**



**she goes out into the countryside often with her family.**  
(Children who spend a lot of time outdoors tend to perform better academically.)



*Before every meeting set main goals that you want to reach. Creating an atmosphere of trust, letting clients know that you care about their challenges and limitations, or letting your team know that you value their thoughts.*



**Hans drinks a lot of green tea**  
(Greater activity in the working-memory area of the brain)



**between meetings he eats nuts**  
(Which are essential for mental clarity, focus and concentration).



**He takes a power nap after lunch for 10 to 30 minutes and afterward he has much more energy.**  
(Napping is good for the heart, blood pressure, stress levels, and surprisingly, even weight management.)



**He loves the mountains. In summertime, he hikes a lot with his wife. In wintertime, he likes to ski.**  
(Being outdoors increases brain power and improves physical health.)



**If you think too much about a task you'll never get it done. Make at least one move a day towards your goal.**

*Energy – for everything  
that's important to us...*

... so we as PwC can fulfil our purpose:  
building trust in society and solving  
important problems.

***[www.pwc.ch/energytogrow](http://www.pwc.ch/energytogrow)***





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