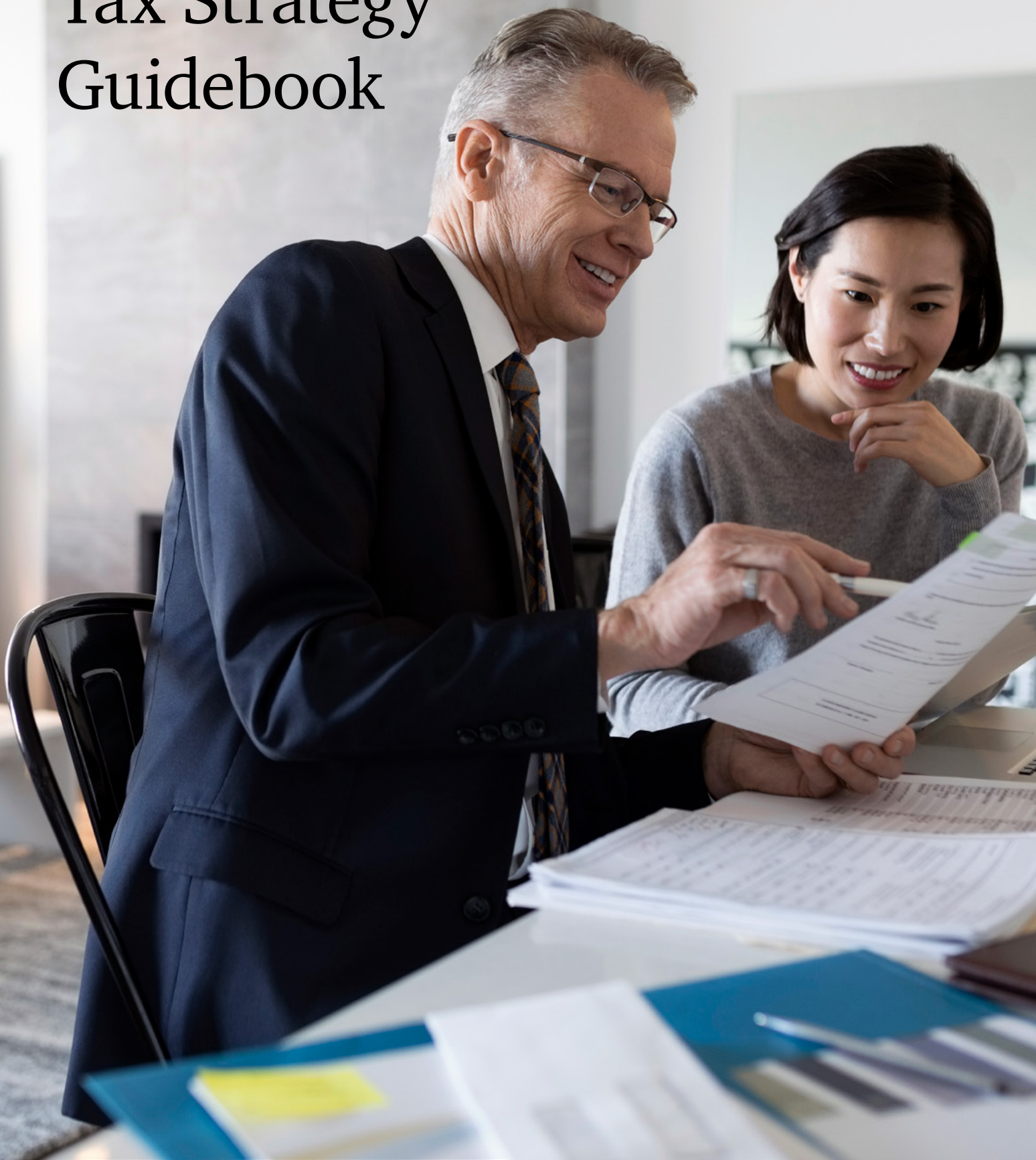


Welcome to the

Tax Strategy Guidebook



Resources to help you inspire and engage our people

Your influence as *Your Tomorrow, Project 5 Million* change agents is critically important. We want to make it easy for you to communicate and amplify our strategy. As leaders, you are already “walking the walk,” and this guide will help you “talk the talk.” Each topic includes a deck with three slides: a tear sheet answering common questions, talking points and an infographic. We will update it as our initiatives evolve and grow, so please check back regularly.



One Firm



Your Tomorrow/Project 5 Million



Tax Smart Pricing



Increase Win Rate & Drive CX



People/Talent Transformation



One Firm

We are bringing together—at scale—the talent in Assurance, Tax and Advisory with technologies to drive even more quality, greater efficiencies, and deeper insights as well as imagining new services. This is where Your Tomorrow is taking us.

[FY19 Partner deck](#)

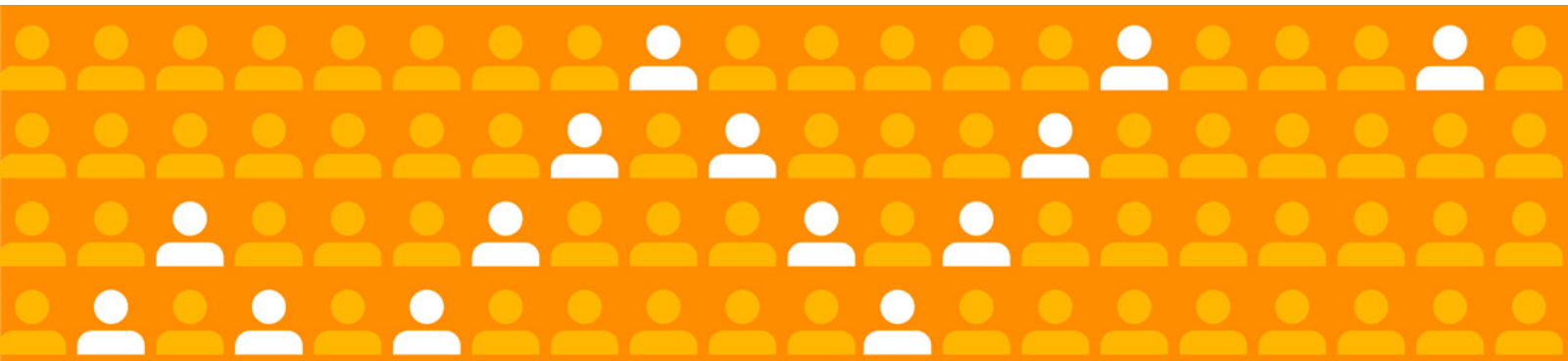
[FY19 Staff deck](#)

Please click on the box below to access more documents.

Tax strategy



Download a tear sheet, talking points and a slide.



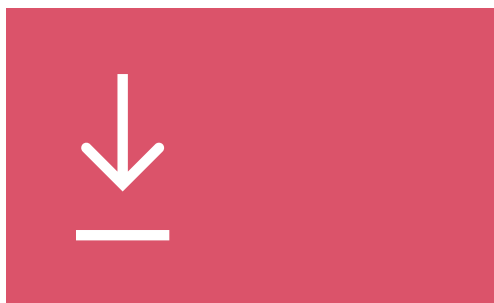


Your Tomorrow/Project 5 Million

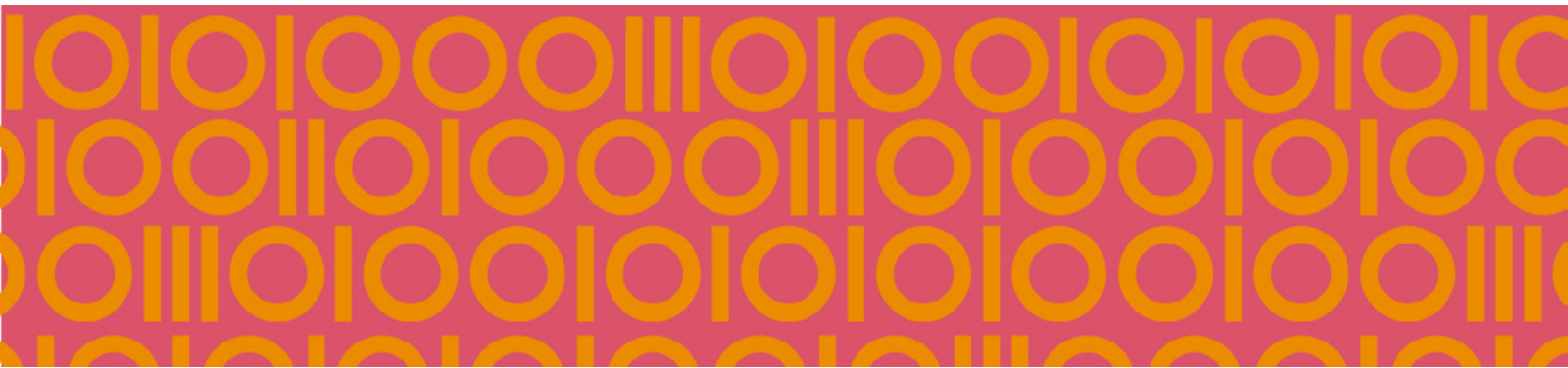
Your Tomorrow is how we will digitize the firm. In connection with Your Tomorrow, Tax is digitizing 5 million of our total chargeable hours by spring 2020. We're creating time for our people to develop deeper tax technical, digital, consultative and business development skills, while delivering a more meaningful Client Experience.

Please click on the box below to access documents.

P5M overview



Download a tear sheet, talking points and a slide.





Tax Smart Pricing

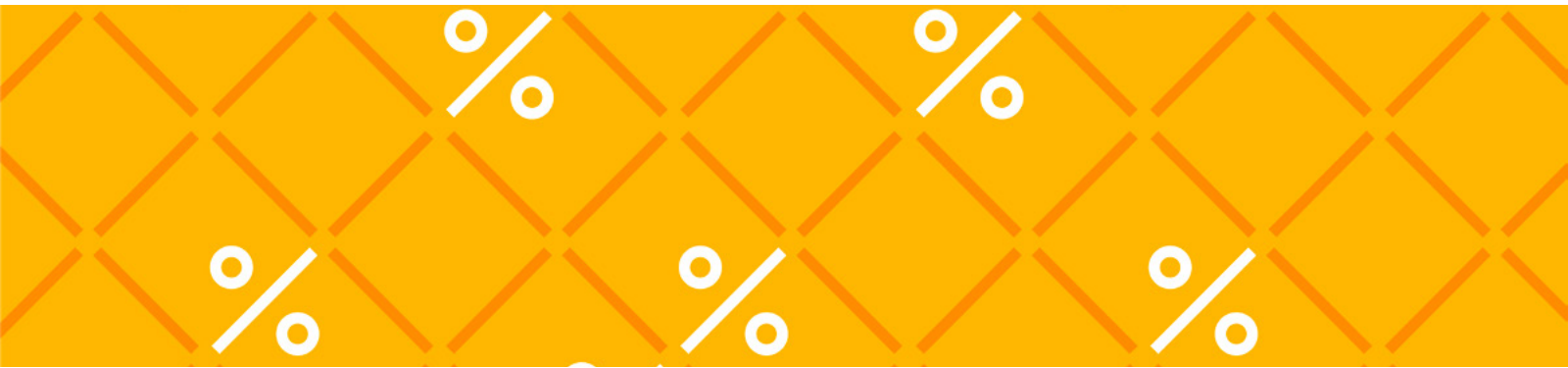
Smart Pricing is what we are calling our new, One Firm pricing strategy—our continued evolution of delivering value through solutions, at an appropriate price point, reflecting the commitment of our people and PwC's intellectual property.

Please click on the box below to access documents.

Updated tax pricing



Download a tear sheet, talking points and a slide.





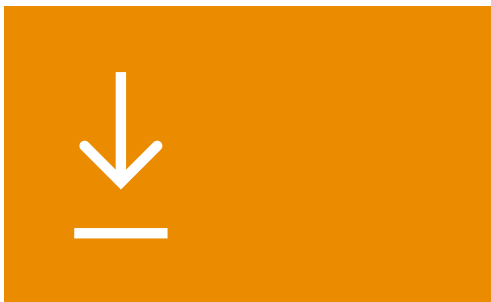
Increase Win Rate & Drive CX

We're all responsible for driving value and helping the firm to grow. Everyday, we need to challenge ourselves to engage with colleagues on how to deliver the strategy and then take it to clients. Like us, they are looking for more value, delivered digitally—and cheaper.

Platforms are the way we go to market around issues that are top of mind for our clients, bringing capabilities in a One Firm, differentiated way.

Please click on the boxes below to access documents.

Tax reform 2.0 and Learning series



Download a tear sheet, talking points and a slide.

Platforms



Download a tear sheet, talking points and a slide.





People/Talent Transformation

To compete for and develop the best talent, we are investing in our people, and inviting each person to reimagine the possible and transform our business through citizen-led innovation. We've lowered utilization targets at every staff level and made significant investments in upskilling. This gives us all the opportunity to acquire the Tax technical, digital and other skills that will prepare us to grow, thrive and secure our professional futures, and the future of the practice and the firm.

Please click on the boxes below to access documents.

Performance (Tell your story)



Download a tear sheet, talking points and a slide.

Tax upskilling



Download a tear sheet, talking points and a slide.

