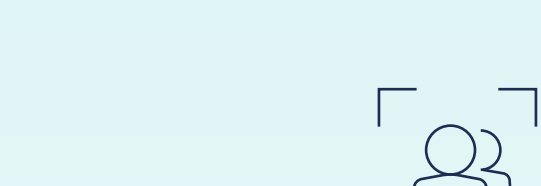


SPOTLIGHT ON PEOPLE IN 2024

How consumer products companies are getting closer to consumers and empowering employees to foster agility, innovation, and growth.

In the rapidly evolving digital landscape of 2023, companies intensified their connection with consumers and employees, recognizing that the human element is more crucial now than ever before.
In 2024 and beyond, this will only increase.

How many of these best-practice strategies are you employing in your organization?



Place the consumer in the center



Feed curiosity



Rethink collaboration



Foster creativity

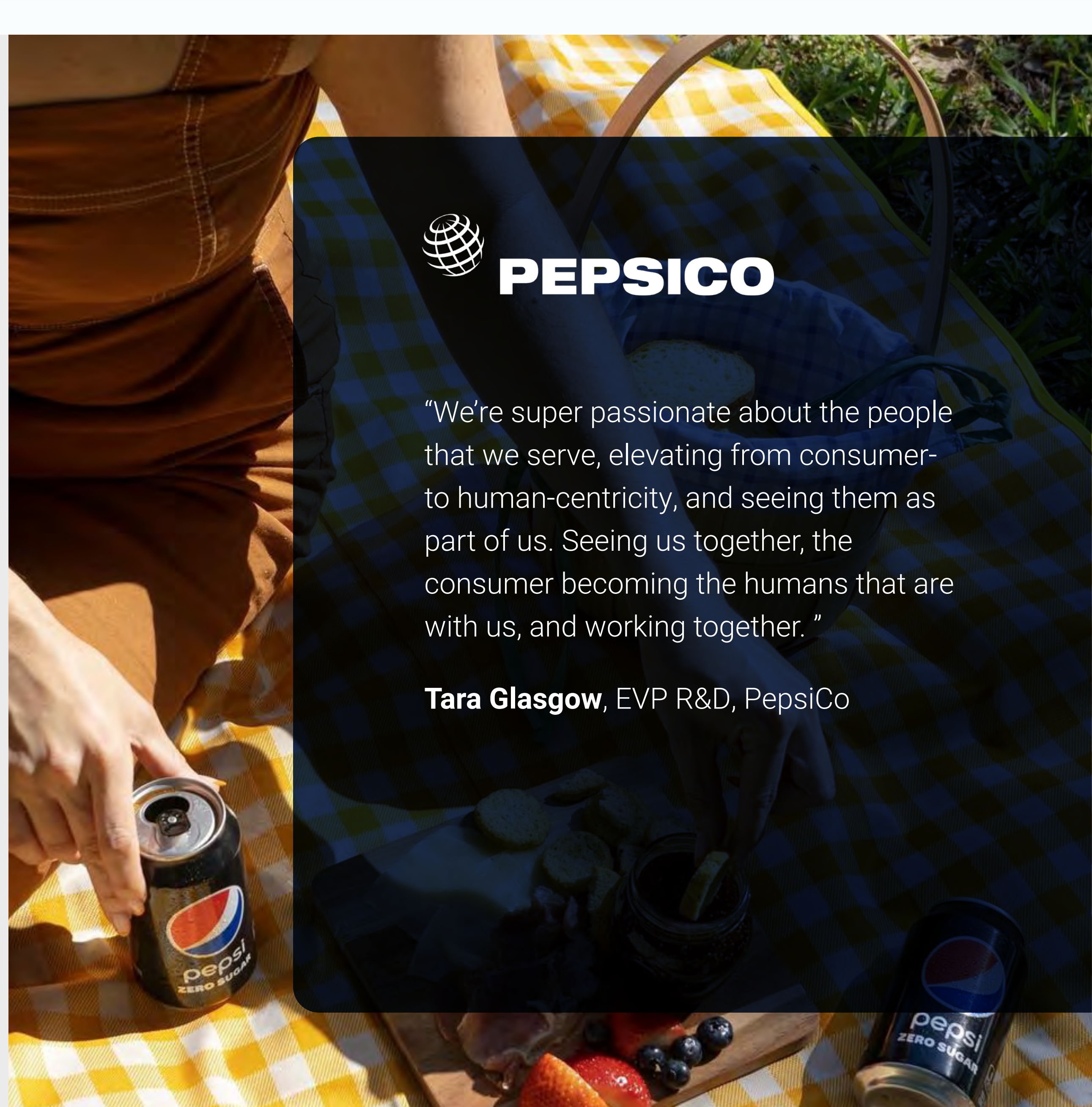


Place the consumer in the center

WHAT'S AT STAKE

Consumers are at the center of business transformation today. Organizations have opportunities to build much closer relationships with consumers—learning their preferences and offering new personalized services. However, organizations must also prove to be trustworthy stewards of customer data.

To succeed, businesses must keep the consumer front and center of transformation strategies.



PEPSICO

"We're super passionate about the people that we serve, elevating from consumer-to human-centricity, and seeing them as part of us. Seeing us together, the consumer becoming the humans that are with us, and working together."

Tara Glasgow, EVP R&D, PepsiCo

By 2024, 50% of the G2000 will adopt consumer data platforms as the enterprise customer data service for real-time customer interactions—like a central nervous system—increasing CX metrics and revenue by 5%.

Worldwide Future of Customer Experience 2023 Predictions, IDC, 2022.



PHILIP MORRIS INTERNATIONAL

"We have created what I call the fastest learning organization. We're offering and heavily investing in the development of all the individuals that we have on our teams, and giving them the opportunity to also develop their competence in the new things that we have to do going forward."

Michael Voegele, Chief Digital Officer and Chief Information Officer, Philip Morris International



Feed curiosity with a culture of learning

WHAT'S AT STAKE

Solving tomorrow's problems requires a curious mindset. Curious employees are more willing to learn, explore new ways of doing things, and ultimately, adapt. Fostering a culture of continuous learning helps fuel curiosity through the organization.

Businesses that provide continuous learning opportunities are 37% more productive and 92% more likely to innovate.

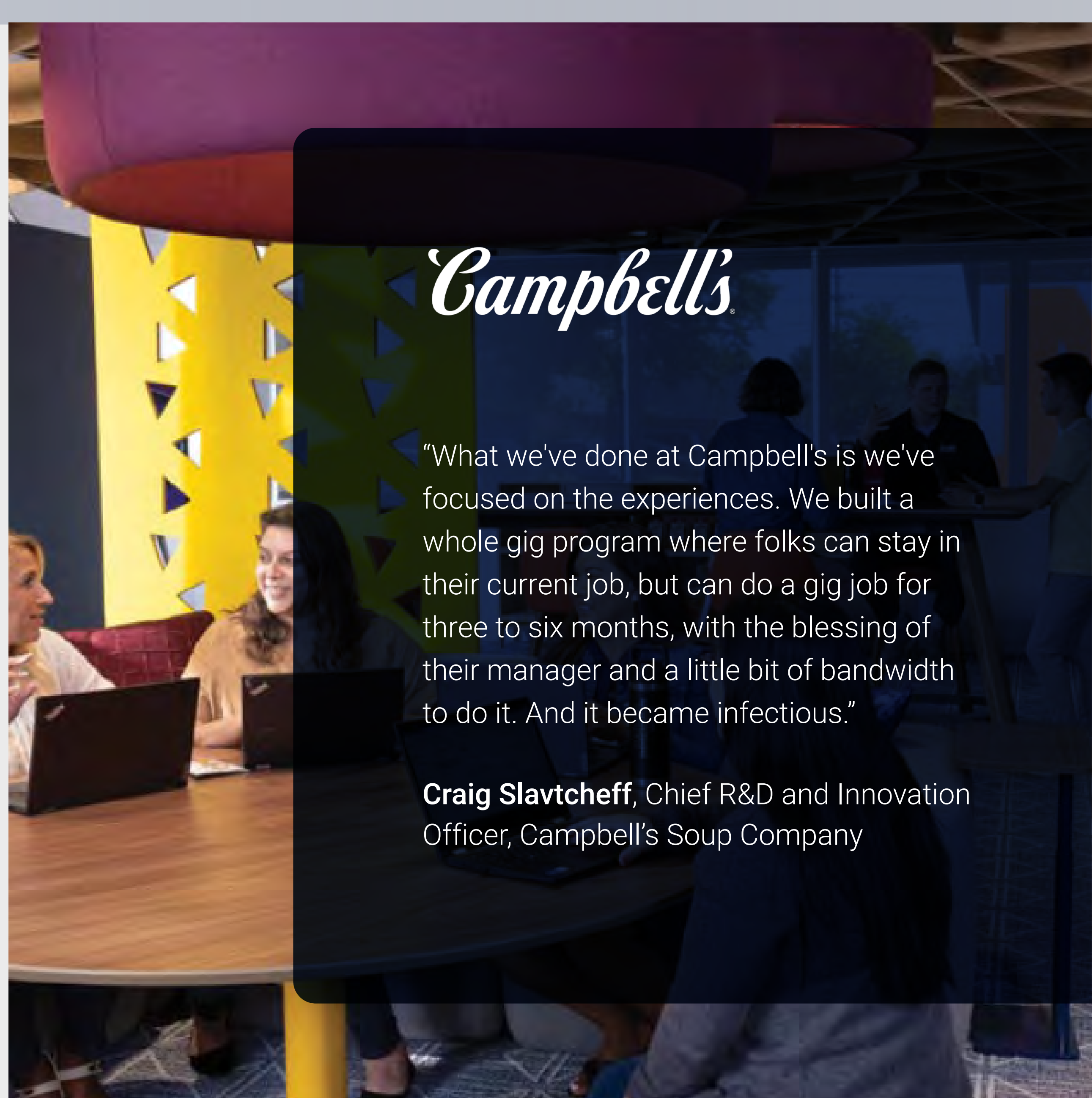
"Fostering a Culture of Continuous Learning in the Workplace," Intellum, 2023.



Think differently about collaboration

WHAT'S AT STAKE

Collaboration is important externally with partners and suppliers. It's just as important internally. Increasingly, companies are looking to break down barriers to collaboration across functions—to promote more joint working opportunities that minimize inefficiencies and enable mutually beneficial results. Getting there will require a different set of success metrics.



Campbell's

"What we've done at Campbell's is we've focused on the experiences. We built a whole gig program where folks can stay in their current job, but can do a gig job for three to six months, with the blessing of their manager and a little bit of bandwidth to do it. And it became infectious."

Craig Slavtcheff, Chief R&D and Innovation Officer, Campbell's Soup Company

A company's collaboration index increases sales by 27% and improves customer satisfaction ratings by 41%.

Benefits of Collaboration, Institute for Collaborative Working, 2022.



Unilever

"I read about a group of consumers expressing they didn't quite like what we put out there. So we changed the pack sizes, we changed the consistency. It's being humble enough to recognize the fact that good quality is what the consumer wants, not what we think the consumer wants. It's a pivot from compliance to conversation."

Biswaranjan "Bish" Sen, EVP Supply Chain - Beauty & Personal Care, Unilever



Foster creativity to better adapt to change

WHAT'S AT STAKE

When employees have space to learn and be curious, they're inspired to be creative to solve problems. Leaders also have the space to ask the tough questions. When you herd the next wave of transformation. When you hire talent that's curious and willing to learn, companies are fostering the next wave of creativity to help them adapt to change and continue to be relevant to tomorrow's consumers.

CEOs have identified creativity as the top factor for future success, indicating the strategic importance of this skill in navigating complex business landscapes and fostering innovation.

"10 Statistics You Need to Know About Creativity at Work," Psychology Today.

Hear directly from industry leaders about their people strategies by watching **Veeva Executive Summit sessions on-demand.**