

NORTHERN POWER WOMEN  
PODCAST  
**POWER UP**  
SEASON

## How To Champion the North with Armoghan Mohammed

### The future of work in the North

- The eco-system for employment in the North is changing!
- If we look at PwC, for example, the regions are so important to their business
  - 47% of PwC employees are based outside of London
- PwC recognises the diversity of talent and innovation from all parts of society in all regions
- It is essential that employers represent the communities they operate in

### Operating your organisation in the North

- The quality of people in the North is tremendous
- There are great universities in the region, great higher education here, there's a lot the north can offer
- There's lots to be excited about from a government perspective as well
  - setting up of the UK infrastructure bank in Leeds
  - the treasury has an outpost in Darlington
- There's a lot of weight behind what the North can contribute
- Investing in the North should be part of your business model: generating great economies and business for people

### Operating as an individual in the North

- There's such a strong cultural aspect to life in the North
- We have the most amazing restaurants, culture, concerts, people; living in the North fulfills the needs of what anyone could ever want
- The connectivity we have now really gives people a lot of flexibility over where we live, where we work, and how we work
- Particularly as we emerge from the pandemic, organisations are refocusing where jobs are and bringing them up North
- As we've seen above, lots of large organisations like PwC are expanding into the North, bringing lots of exciting opportunity with them

### Opportunity in the North!

- It's our responsibility to advocate for the North
- As Northerners we may not shout the loudest or from the highest treetops, but we need to have the confidence to say "let me tell you what is brilliant about the North"
- For example, the North is establishing itself as a sustainability hub
  - Lots of Green energy organisations
  - Mayor of Manchester wants to be net 0 by 2040, 10 years ahead of the UK's 2050 target
  - Off-shore windfarms, carbon capture, electric battery plants, possibility of a new Nissan factory with an electric car battery
- There's a level of advocacy and recognition we need to strive for, because there's a lot to be proud of