

CEO CHALLENGE 2021.

P&G CEO CHALLENGE

You've rolled to success after success. Now it's time to jump on a project that will REALLY test you. Not some theoretical exercise—a **real-life business challenge** that's vexing the best minds in the world at P&G.

THE JOURNEY TO THE FINAL



Individuals register online

Visit pg-ceochallenge.com and sign up to take part in the challenge of a lifetime by 17 January 2021



Online business case

Rock the online case study to win a spot in the national round



National round

You've made it - what an achievement! Here, teams compete for a place in the regional round
18-19 February 2021



Regional round

Congratulations on making it this far! Here, national round winners go head to head for a place in the global final
25-26 March 2021



Global final

Well done and welcome to the final! Teams from around the world come together to compete to be crowned 1st place winners
w/c 17 May 2021

SIGN UP BY 17th JANUARY 2021
PG-CEOCHALLENGE.COM

