

# PwC's Salesforce CTA skills boom, thanks to FlowRepublic rocket fuel



PwC's Customer Transformation Team in the EMEA region has ramped up its partnership with specialist Salesforce coaching academy FlowRepublic as it looks to rapidly expand its existing Salesforce skillset and offering to craft and support better customer solutions.

The partnership with FlowRepublic is a key enabler behind PwC's goal of having 15 Salesforce Certified Technical Architects (CTAs) on its team by mid-2022. The Salesforce CTA is a highly sought-after qualification, with holders able to solve complex, large-scale customer challenges.

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A CTA is one of the most refined and versatile consultants out there. They're a one-person army, able to lead teams and complex programs. Given the low number of CTAs worldwide, holding this certification makes you an instant authority in the Salesforce ecosystem, and gives you a clear competitive edge.

**Sebastian Wagner**  
FlowRepublic founder



PwC started working with FlowRepublic in 2019, but recently stepped up its partnership to accelerate the number of CTAs in its ranks as part of its stated commitment to invest in its people, its own Salesforce academy and its broader Customer Transformation practice. The partnership started with two candidates, and has grown to the point where up to 20 professionals will be going through the programme in the next 18 months as part of a global aspiration of an expanded partnership supporting growth across EMEA, APAC and AMER.

Alongside its expanding partnership with Flow Republic, PwC has invested heavily in creating an internal mentoring program to further enhance aspiring candidate development and preparation for their CTA exam. This includes a strong community and support network, as well as coaching from current CTAs who had previously completed the Flow Republic learning journey.



A year ago, PwC had exactly zero Certified Technical Architects in EMEA. Today, we have seven, with eight more planning to sit the CTA Board Exam in the coming months. The CTA certification brings immense credibility to our clients, ensures stronger delivery of Salesforce projects and takes the risk out of implementations.



**Quinton Pienaar**

Partner, PwC UK

FlowRepublic offers potential CTAs an intensive six-month coaching course to prepare them for the CTA Board Exam, with its candidates boasting a success rate of well over 75%.

Successful candidate Sam Wadhvani said the strong investment and collaboration between PwC and FlowRepublic got him to the point where he had the tools necessary for success at the Review Board after previously falling at the final hurdle.



**Sam Wadhvani**

Senior Manager, PwC UK

“ After attending the Salesforce-hosted Architect Bootcamps and the CTA601 course, I joined the FlowRepublic coaching program with PwC’s support. It was clear the differentiator was the framework and working groups. The coaching focused on addressing my specific pain points, but not ignoring the technical aspects. Working with my seniors and project teams, I took opportunities with client work to practice and build confidence with presentations and communication skills - an aspect I’ve continued to develop.





**Guy  
Farrer  
Fisher**

Senior Manager,  
PwC UK

PwC's internal mentoring program ensures the process is effective for candidates, but not too intensive for its CTAs. The program prioritises candidates that are closer to the Review Board, and assigns a mentor to each candidate, with a series of mock Review Boards and targeted sessions.

Senior Technical Architect Guy Farrer Fisher said the coaching helped expand both his technical knowledge and his analytical and communication skills.



Developing a thought process and approach for the Review Board with the support of talented professionals was the area that I benefited most from. I felt very prepared for the exam and my feedback was extremely positive, which wasn't unlike the mock Review Boards I was able to do with my FlowRepublic coach.



Isaac Lewis, a senior manager with PwC, said the CTA program with FlowRepublic was ‘the missing bridge’ he needed to cross from board-eligible to board-qualified.



FlowRepublic's tried-and-true methodology, combined with personalised in-house guidance from our CTA leaders, prepared me well for the board, but more importantly, they coached me into a better architect.

**Isaac Lewis**

Senior Manager, PwC UK



What makes the CTA challenging and unique is that it doesn't resemble any real-world situation you would face as an individual, says FlowRepublic's Wagner. "You have to combine outstanding consulting skills, in-depth knowledge and a well-developed problem-solving ability to present and defend solutions with high-confidence and under pressure," he said.



To work for a consulting partner or customer with a large internal practice is beneficial, because you get to work across multiple projects and have to deal with different stakeholders and business requirements.



Michal Michalec, who heads PwC's Salesforce Architecture Team Lead in Poland, said his first contact with Wagner was 'an eye-opener'.



With FlowRepublic, I was able to structure my knowledge and identify gaps, practice presentation timing, explain concisely, gain self-confidence and find a great community of specialists sharing the same enthusiasm for getting and sharing Salesforce technical knowledge. Most of these people are CTAs now as well, which proves the effectiveness of the course.



**Michal Michalec**  
Senior Manager, PwC Poland





# Thank you

To find out more about turbo-charging your own CTA journey, please reach out to the PwC and FlowRepublic teams.

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