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# **Quality of life in Krakow**

## **Why is the quality of life in Krakow important for sustainable development of business?**



# Cisco: A Global Company Committed to Krakow

## Global Cisco

- Global Internet Technology Company
- 2015 Revenue: \$49.2 Billion
- 70,000+ employees
- 380 offices in 165+ countries
- 25,000 Engineers
- 19,000+ patents

## Cisco in Krakow

- Shared Services Site: Established April 2012
- 900+ Employees
  - Over 400 Engineers
- Five Major Organizations
  - Technical Services / Advanced Services / Business Services / Finance / Cloud
- Diverse Workforce
  - Two-thirds of our Employees are Polish
  - Non-Polish Employees from 37 Countries
  - Two-thirds of our Employees are Men
  - Average Employee Age: 29
  - College Educated



# What Key Stakeholders Want from Krakow

## Employees (Improve Quality of Life, Raise Families, Live Happily)

- Attractive, Healthy and Safe Communities
- Convenient Government Services
- Safe, Convenient, Inexpensive Transportation
- Quality Education

## Cisco Organizations (Attract and Retain Talented Employees)

- High Quality Pool of Talent
- Diverse Workforce
- Attractive, Healthy and Safe Communities
- Proactive Partnership with Local Government



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# How Krakow Can Help Global Companies



# Attracting & Retaining Talent

- Create Attractive, Healthy and Safe Communities
  - Environmentally Safe (Air/Water)
  - Smart / Connected Communities (WiFi)
  - Street Lighting, Sidewalks, Walkways, Bike Paths
  - Public Entertainment Events
  - Quality Childcare, Schools & Universities
- Offer Convenient Government Services (Language, Off Hours, Online)
- Provide Safe, Convenient, Inexpensive Transportation

**Must Consider Polish and Foreign Talent**



# Sustainability of Krakow

- Promote Krakow to Executives as an Attractive Destination
  - Business friendly
  - Strong work ethic
  - Growing Innovation Economy
  - Promote Start-up Businesses
- Leverage Historical Significance of Krakow
- Develop Ongoing Partnerships with Business
- Constantly Improve City's Appearance



# Cooperation

- Develop Job Growth Forum – Brand it for the Public
  - Align needs of government and business
  - Prioritize investments
  - Everyone contributes to success
- Focus on outcomes rather than processes
  - How does it impact the public, employees, businesses
- Develop a Roadmap
  - Think Long Term



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**Thank You**