

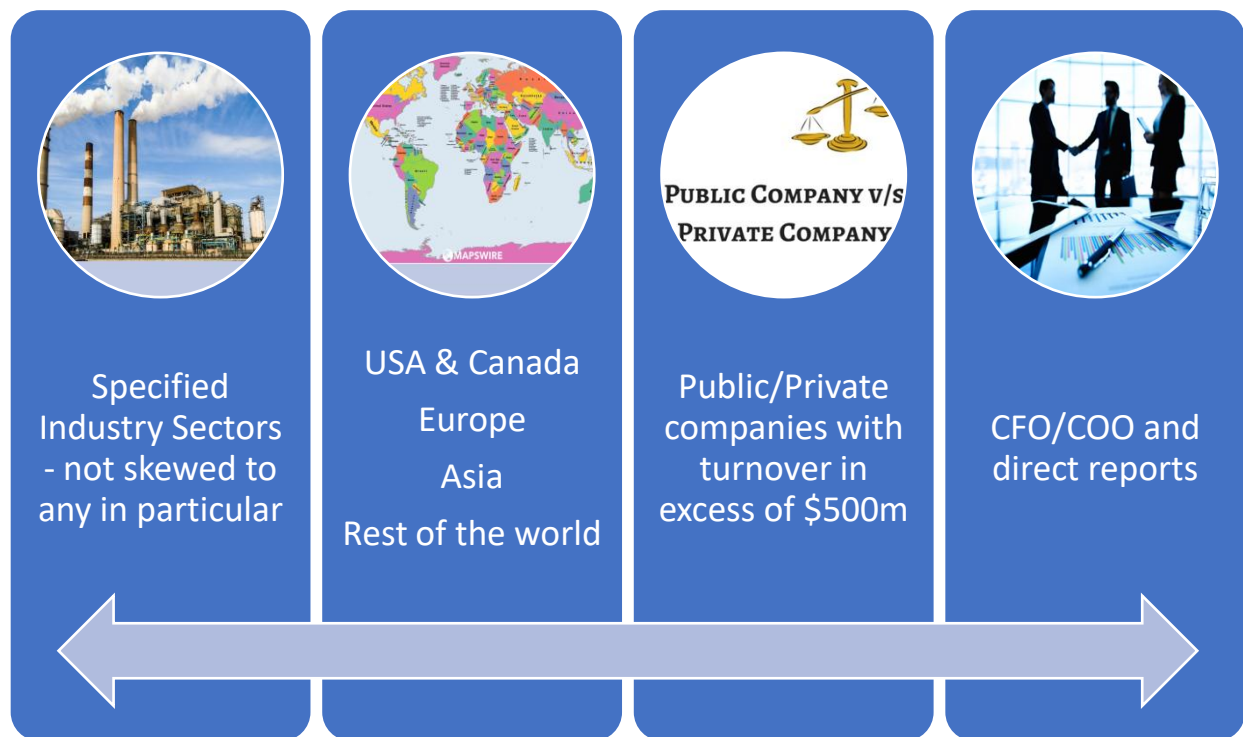
## C- Level Global Outlook Study

### Background:

A study with C-Level Executives in multi-national organisations focussing on business continuity. The rationale behind the research is to understand expectations of business in the short and long term. The research also attempted to understand from both an operational and financial perspective what dividend expectations, debt strategies and inventory levels will be in place going forward. The research was undertaken with both public and private companies.

### Participant Profile & Quotas:

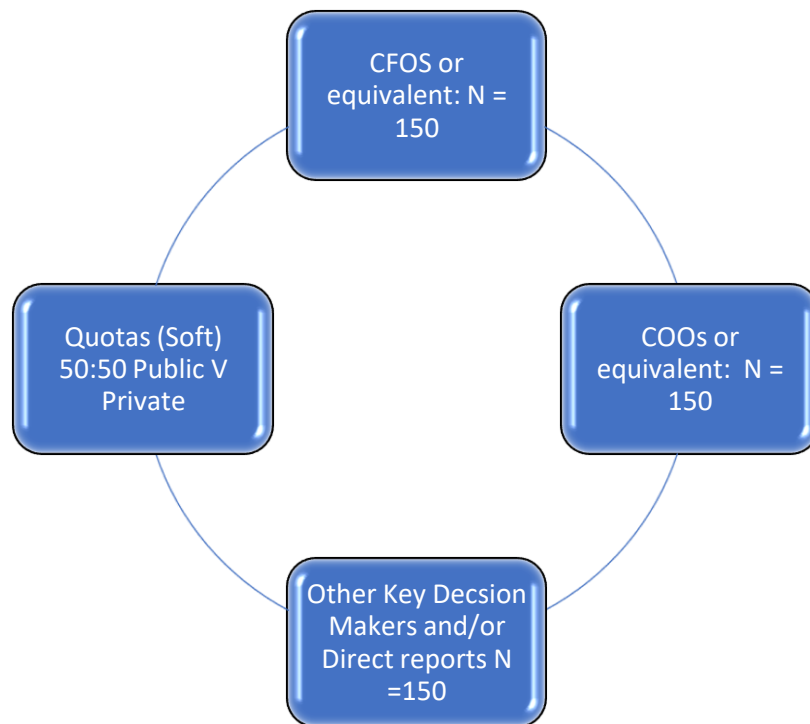
Ultimate decision makers; CFOs/COOs with complete or significant responsibility for prioritising across a number of verticals, including but not limited to employee count, company liquidity and investment and mergers and acquisitions:



## **Methodology:**

To ensure a representative industry sample we had industries that were particularly difficult to reach online, so adopted a recruit to online approach through social media (LinkedIn in particular). The survey itself was adapted for global audiences with translation of key terminology, key to unified clarity. We used in-house resource, online partner and social media expert to target accordingly.

## **Sample Split:**



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## **Conclusion:**

This was a very timely piece of research. After initial pilots and data review we felt the initial screening was quite generic, so decided we needed to home in a little more on exact responsibilities. We thus recommended a couple of extra screening questions post pilot to eliminate those that did not have a sufficient global outlook and/or whose views were too skewed towards current climate.. We did have to reach a little further across operational and functional heads, but the resultant data was also excellent and it helped that the survey was short and to the point.