

SURVEY PARTICIPANTS WERE PARTICULARLY FOCUSED ON...



OWNERSHIP AND LEADERSHIP

- Knowledge management (to ensure stability of business over time)
- Personal promotion of brands (to build relationships with customers)
- Innovation of products and services (to stay competitive)



BUSINESS OPERATIONS AND PLANNING

- Improving business performance (metrics related to Finance, HR, Sales & Marketing, and Customer Satisfaction)
- Integration of technology and with manufacturing or delivery of services (to increase efficiencies)
- Re-evaluation of company's competitive position in marketplace and their 3-5 year strategic plans (as market changes, always need to evaluate your business)



FINANCE AND ACCOUNTING

- Metrics of greatest concern (to determine trajectory of business)
- Impact of Tariffs and economic environment (and how businesses are responding)
- Use of cloud integration (to make information available anytime and anywhere)
- Use of contingent workforce (for more efficient use of staff)

2019 Confidence & Clarity Survey Results Priorities & Strategies



HUMAN RESOURCES

- Gig economy (and use to fill in gaps in employee needs)
- Job training and skill development (as a retention tool)
- Employee engagement (i.e., culture and how it's used with millennials)



SALES AND MARKETING

- Customer service
- Types of marketing and ROI (evaluation of marketing ideas and benefits of each)
- Experiential marketing (not just about the product)



INFORMATION TECHNOLOGY

- Cybersecurity and Train EEs to spot phishing attack
- Managed service providers and cloud integration (to more efficiently use IT assets)
- 5G and AI (trends in IT)

