


The Covid-Survey – The Crisis as an opportunity?

Survey on the impact of the corona crisis on companies - May 2020

The Survey	Results	What's next?																																																									
<p>Background</p> <ul style="list-style-type: none"> The corona crisis came all of a sudden and fully unexpectedly – it changed our lives quickly and significantly The question was whether this situation could be turned into an opportunity by actively managing it This survey aims to provide a view regarding the effects, handling and underlying changes due to the crisis, split by industry, company size and management level <hr/> <p>The Survey 149 Participants 64% male 36% female 67% of participants are German</p> <hr/> <p>By Function¹</p> <table border="1"> <tr><td>Supporting Functions</td><td>28%</td></tr> <tr><td>Strategy/corporate development</td><td>19%</td></tr> <tr><td>Human Resources</td><td>17%</td></tr> <tr><td>Frontend</td><td>17%</td></tr> <tr><td>Finance</td><td>14%</td></tr> <tr><td>Production</td><td>5%</td></tr> </table> <p>By Industry</p> <table border="1"> <tr><td>Banks/Insurance Companies</td><td>33%</td></tr> <tr><td>Service Providers & other</td><td>30%</td></tr> <tr><td>Industry / Auto / Pharma</td><td>15%</td></tr> <tr><td>Media / Tech / Telecom</td><td>13%</td></tr> <tr><td>Consumer Goods & Retail</td><td>5%</td></tr> <tr><td>Logistic/Travel</td><td>4%</td></tr> </table> <p>By Company Size</p> <table border="1"> <tr><td>Small (less than 1.000)</td><td>40%</td></tr> <tr><td>Medium</td><td>31%</td></tr> <tr><td>Large (over 20.000)</td><td>30%</td></tr> </table> <p>By Management Level²</p> <table border="1"> <tr><td>CEO/Ex-Co</td><td>42%</td></tr> <tr><td>Managment</td><td>36%</td></tr> <tr><td>Other</td><td>21%</td></tr> </table>	Supporting Functions	28%	Strategy/corporate development	19%	Human Resources	17%	Frontend	17%	Finance	14%	Production	5%	Banks/Insurance Companies	33%	Service Providers & other	30%	Industry / Auto / Pharma	15%	Media / Tech / Telecom	13%	Consumer Goods & Retail	5%	Logistic/Travel	4%	Small (less than 1.000)	40%	Medium	31%	Large (over 20.000)	30%	CEO/Ex-Co	42%	Managment	36%	Other	21%	<p>Effects of the crisis</p> <ul style="list-style-type: none"> The crisis has historic proportions: 79% of participants see a negative impact on their revenues The crisis is seen as an opportunity to shape entrepreneurial contexts Overcoming the crisis within one year There are winners in all sectors <div style="display: flex; justify-content: space-around;"> <div data-bbox="739 715 929 901"> <p>By Effect</p> <table border="1"> <tr><td>Negative</td><td>79%</td></tr> <tr><td>Neutral</td><td>13%</td></tr> <tr><td>Positive</td><td>9%</td></tr> </table> </div> <div data-bbox="952 715 1108 901"> <p>By Duration</p> <table border="1"> <tr><td>< 1 Year</td><td>62%</td></tr> <tr><td>< 3 Years</td><td>24%</td></tr> <tr><td>> 3 Years</td><td>2%</td></tr> <tr><td>unsure</td><td>12%</td></tr> </table> </div> </div>	Negative	79%	Neutral	13%	Positive	9%	< 1 Year	62%	< 3 Years	24%	> 3 Years	2%	unsure	12%	<p>Changes due to the crisis</p> <ul style="list-style-type: none"> No fear of change: Many projects previously considered impossible are now possible Exceptional willingness to change - act now! Concentration on optimization, but also realignment of business models <div data-bbox="1220 702 1433 845"> <p>Change</p> <table border="1"> <tr><td>Optimization</td><td>63%</td></tr> <tr><td>Re-Direction</td><td>23%</td></tr> <tr><td>No Change</td><td>14%</td></tr> </table> </div>	Optimization	63%	Re-Direction	23%	No Change	14%	<p>Seizing opportunities from the crisis!</p> <ul style="list-style-type: none"> Use the fast-moving pace and dynamic environment to drive change Use the insights gained from previous months to ensure Optimization and Re-direction of your business Actively shape the working world of tomorrow with your employees Ensure to structure your approach Most of all: Remain optimistic <hr/> <p>Come and talk to us!</p> <ul style="list-style-type: none"> Detailed analysis The ConMendo Business Podcast Our Online Summit: The crisis as an opportunity <p>All information under</p> <p>www.conmendo.de impact@conmendo.de</p> 
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