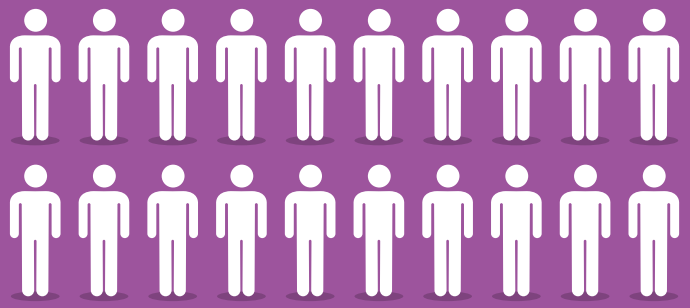


KEY DRIVERS OF BUSINESS CHANGE

IFS SURVEYS COMPANIES TO UNDERSTAND THE PERCEPTION OF CHANGE AND WHAT DRIVES IT WITHIN BUSINESSES.



93% OF RESPONDENTS SURVEYED ARE OPEN TO CHANGE AND SEE IT AS AN OPPORTUNITY FOR THEIR BUSINESS

THE MOST IMPORTANT FACTORS FOR DRIVING AND MANAGING CHANGE WITHIN A BUSINESS

Strong sense of company direction



Clear business objectives



Effective leadership



THE MOST IMPORTANT MARKET OR SOCIAL FACTORS INFLUENCING CHANGE

Customer demand



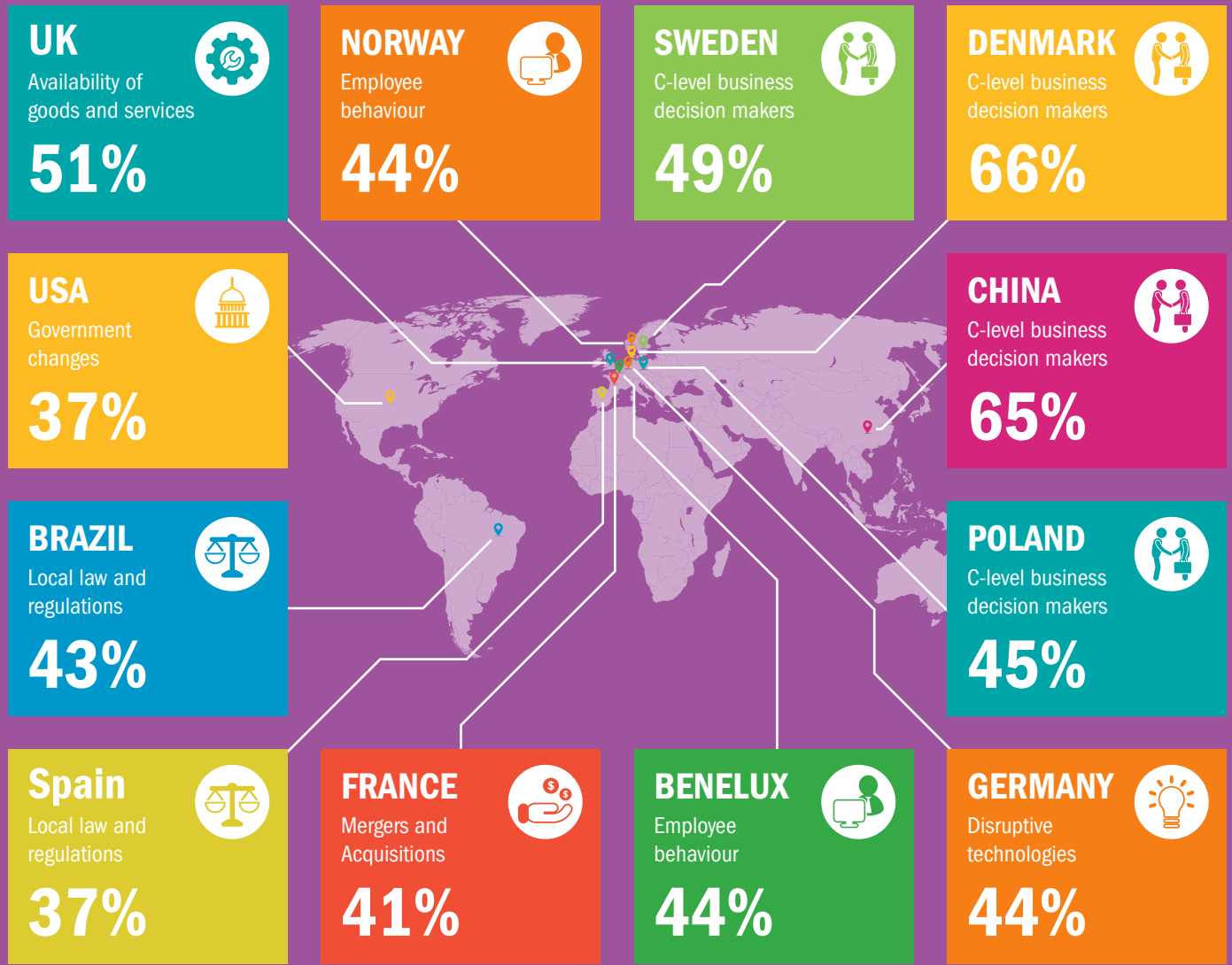
C-level business decision makers



Availability of goods and services



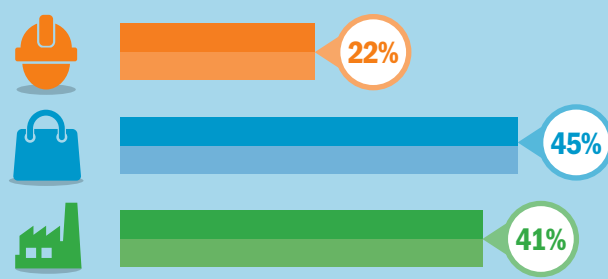
REGIONAL DRIVERS FOR CHANGE*



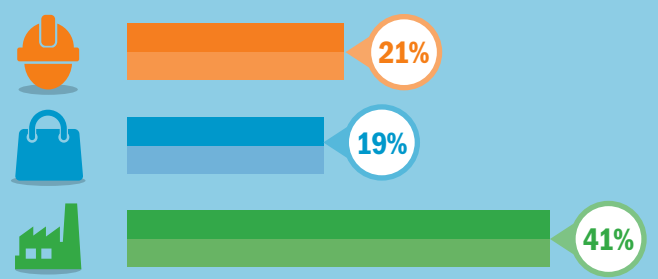
INDUSTRY SPECIFIC FINDINGS: CONSTRUCTION, RETAIL AND MANUFACTURING

Construction Retail Manufacturing

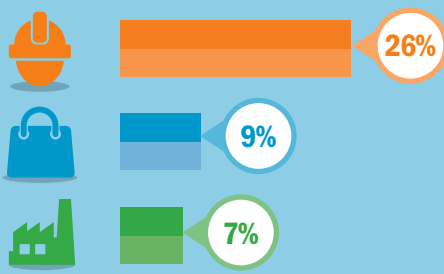
AVAILABILITY OF GOODS AND SERVICES



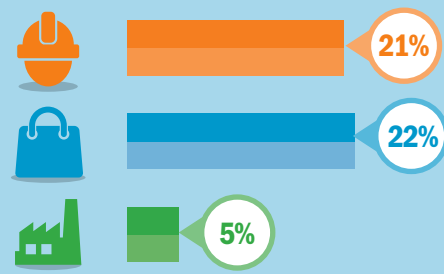
DISRUPTIVE TECHNOLOGIES



GOVERNMENT CHANGES



CHANGE IN SENIOR LEADERSHIP



Over 1000 decision-makers from companies in 12 countries were surveyed.
 * For this question respondents were invited to select from a list the three most influential market or social changes that impact their business, and the percentage shown represents the number of times this option was chosen in the specific region.

