

Business Outlook Survey

Q2 2024

eden
mccallum



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Executive Summary [1 of 2]

OVERVIEW

- Eden McCallum's quarterly Economic and Business Outlook Survey was conducted from 19th April to 29th April 2024
- Our survey asked business leaders from across the globe but with a focus on the UK and Netherlands
- Our sample works across a broad range of industries and ownership models

BUSINESS AND ECONOMIC OUTLOOK

- Business leaders' pessimism about their domestic economies continues to contrast with optimism about their companies' expected performance
- Leaders are less pessimistic about the outlook for the global and their domestic economies in Q2 2024 than in Q4 2023, particularly in the UK, and the global economic outlook is now slightly more optimistic than pessimistic
- Optimism about company performance is strong and returns to c. 7 in 10 in Q4 2024 from below 6 in 10 in Q4 2023
- UK business leaders are notably more pessimistic about their domestic economic outlook than those in Europe and the Rest of the World
- When considering why leaders are less pessimistic about their domestic economic outlook, concern about inflation and interest rates has decreased from Q4 2023, whilst geopolitical instability and domestic politics continue to be viewed as the greatest threats and concern about them has increased
- 2 in 3 leaders expect interest rates to decrease by the end of 2024 and inflation to reach target levels in 2025 or 2026, increased from c. 1 in 3 in Q4 2023
- Business leaders in the UK are more likely to expect interest rates to decrease by the end of 2024 than those in other markets
- 9 in 10 business leaders expect inflation to reach target levels (2%) in the foreseeable future, with those in UK and Europe expecting it sooner than RoW
- Change in customer demand and geopolitical instability remain the most important external factors likely to impact company performance, with concern about regulatory change increased and concern around interest rates and inflation decreased from Q4 2023
- Talent remains the most important internal issue for businesses, whilst digital transformation, business model transformation and optimising use of data / AI have increased in importance and pricing has decreased in importance from Q4 2023

Executive Summary [2 of 2]

GENERATIVE AI

- Perceptions about the importance of AI have increased slightly over the past year, with 4 in 10 business leaders rating it as currently important and 6 in 10 rating it as important in the future (next 1-3 years) in Q2 2024
- Most business leaders expect generative AI to deliver value from cost reduction / efficiency and improved customer experience, whilst those who view generative AI as important also expect it to deliver revenue benefits and improvements in employee and customer experience
- More action is being taken on generative AI compared to our survey a year ago, particularly experimenting with / piloting use cases and training existing staff, with nearly half of companies that currently view generative AI as important training existing staff in Q2 2024 compared to less than a quarter in Q2 2023
- Companies that view generative AI as important in the future are twice as likely to be experimenting and four times as likely to be training existing staff

WAYS OF WORKING

- 9 in 10 organisations continue to take a hybrid / flexible approach to office working, with less than 1 in 10 working full-time in the office
- Most business leaders expect their organisation's WFH practices to remain largely unchanged over the next 1-3 years; expectations of more in-office working in the future are lower now than they were a year ago
- Most company policies continue to involve 2-3 days of office working per week, with greater variation among business leaders and more now fully remote and more now full-time in the office than in Q2 2023
- 3 in 4 leaders are satisfied with their organisation's approach to office working, with those whose companies adopt a fully flexible approach most satisfied
- Satisfaction with ways of working is attributed to a good home/office balance, proven effectiveness and flexibility, whilst dissatisfaction is associated with negative impact on teamwork, productivity and staff development, and in some cases insufficient flexibility and / or a lack of compliance with company policy

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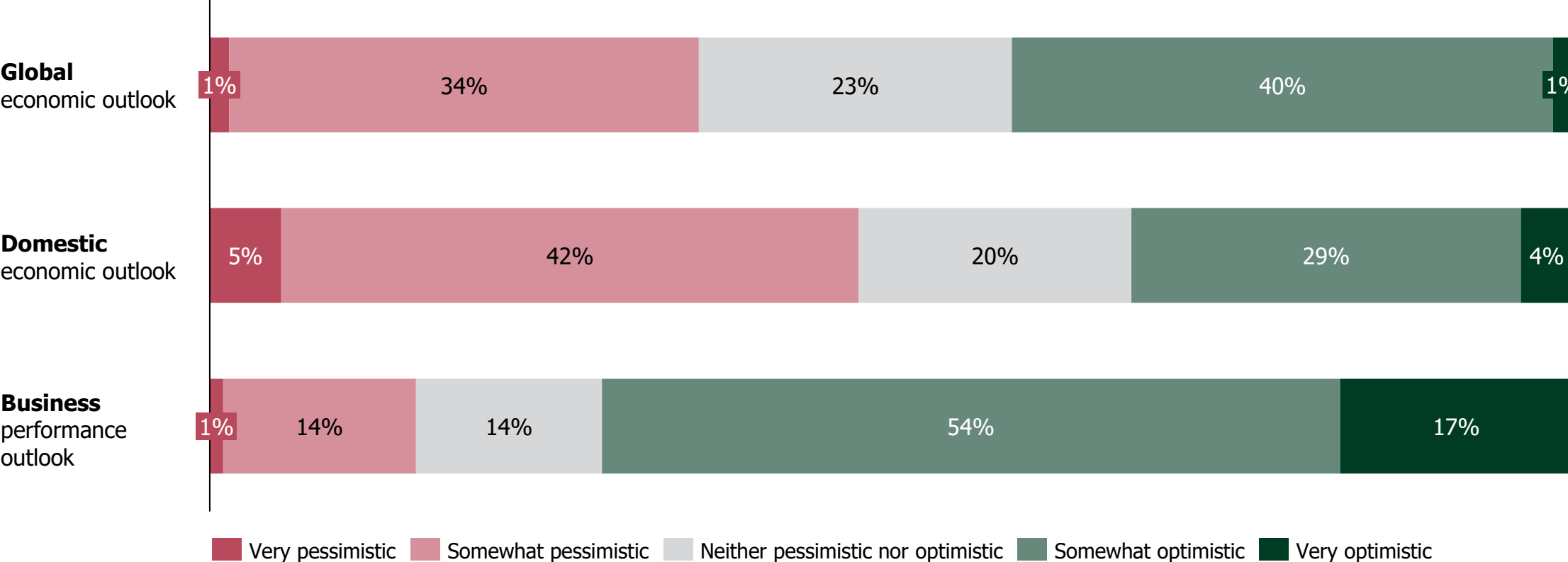
Ways of Working

Appendix: sample details



Business leaders' pessimism about the global and their domestic economies contrasts with optimism about their companies' expected performance

ECONOMIC AND BUSINESS OUTLOOK¹ (Q2 '24)



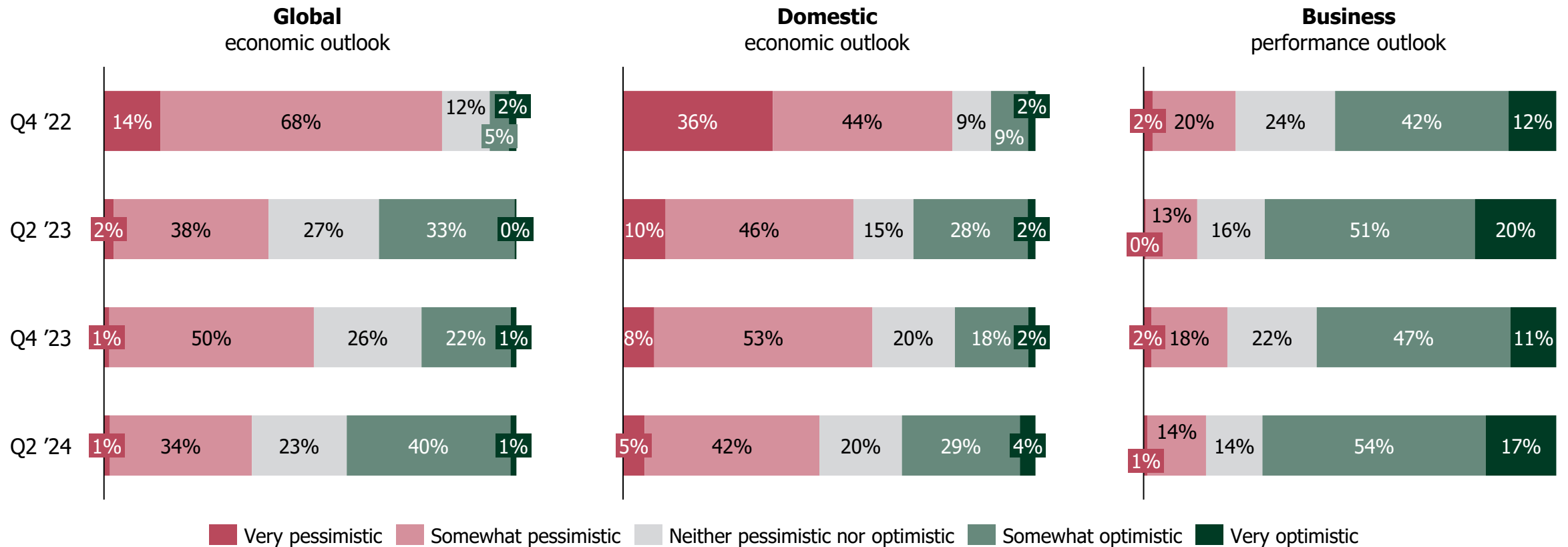
n: 210; 210; 206

Notes: 1) Don't know responses excluded

Source: Eden McCallum Business Outlook Survey Q2 '24: Q6 - How pessimistic or optimistic are you about the global economic outlook over the next 1-2 years?; Q7 - How pessimistic or optimistic are you about your country's economic outlook over the next 1-2 years?; Q11 - How pessimistic or optimistic are you about your company's performance over the next 1-2 years?

Pessimism has reduced across the board since Q4 2023, with optimism about the global economic outlook now outweighing pessimism

ECONOMIC AND BUSINESS OUTLOOK¹ – BIANNUALLY SINCE Q4 2022



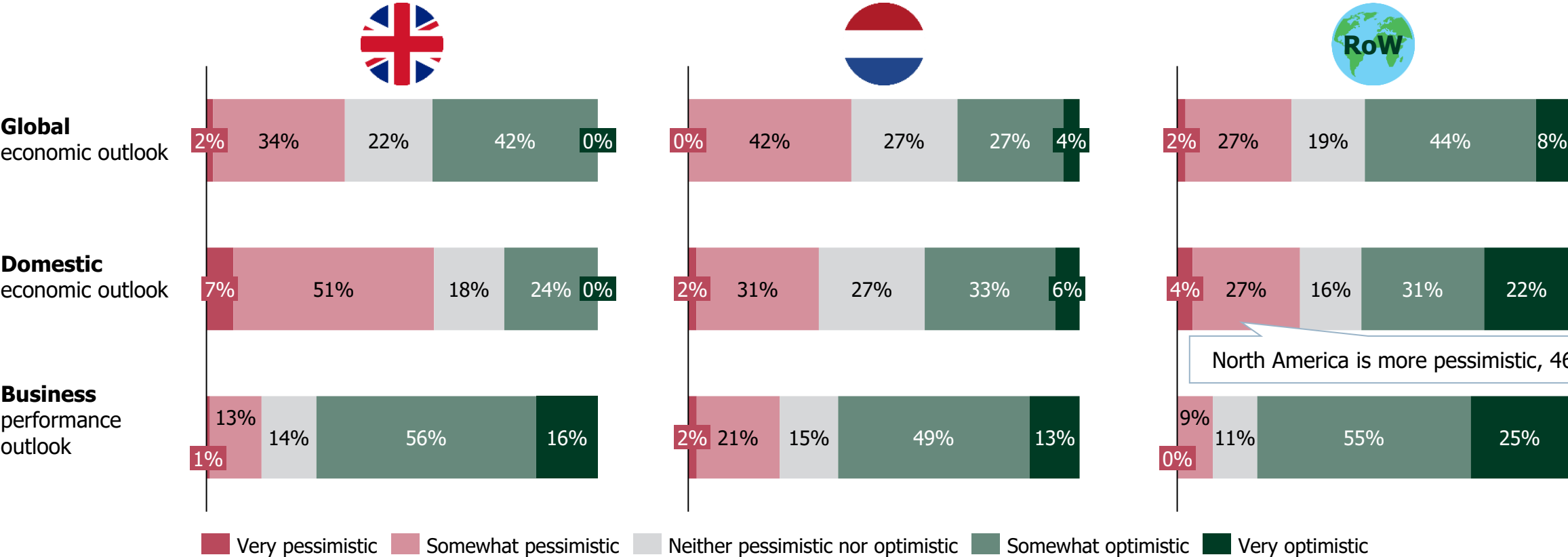
Q4 '22 n: 278; Q2 '23 n: 213, 213, 208; Q4 '23 n: 226, 225, 217; Q2 '24 n: 210, 210, 206

Notes: 1) Don't know responses excluded

Source: Eden McCallum Business Outlook Survey Q4 '22, Q2 '23, Q4 '23. Q2 '24: Q6 - How pessimistic or optimistic are you about the global economic outlook over the next 1-2 years?; Q7 - How pessimistic or optimistic are you about your country's economic outlook over the next 1-2 years?; Q11 - How pessimistic or optimistic are you about your company's performance over the next 1-2 years?

Business leaders in the UK are more pessimistic about their domestic outlook than those in Europe and the Rest of the World

ECONOMIC AND BUSINESS OUTLOOK¹ (Q2 '24)



UK n: 117, 117, 114; NL n: 48, 48, 47; Rest of Europe n: 25, 25, 25; NA: 13, 13, 13; Rest of World n: 7, 7, 7

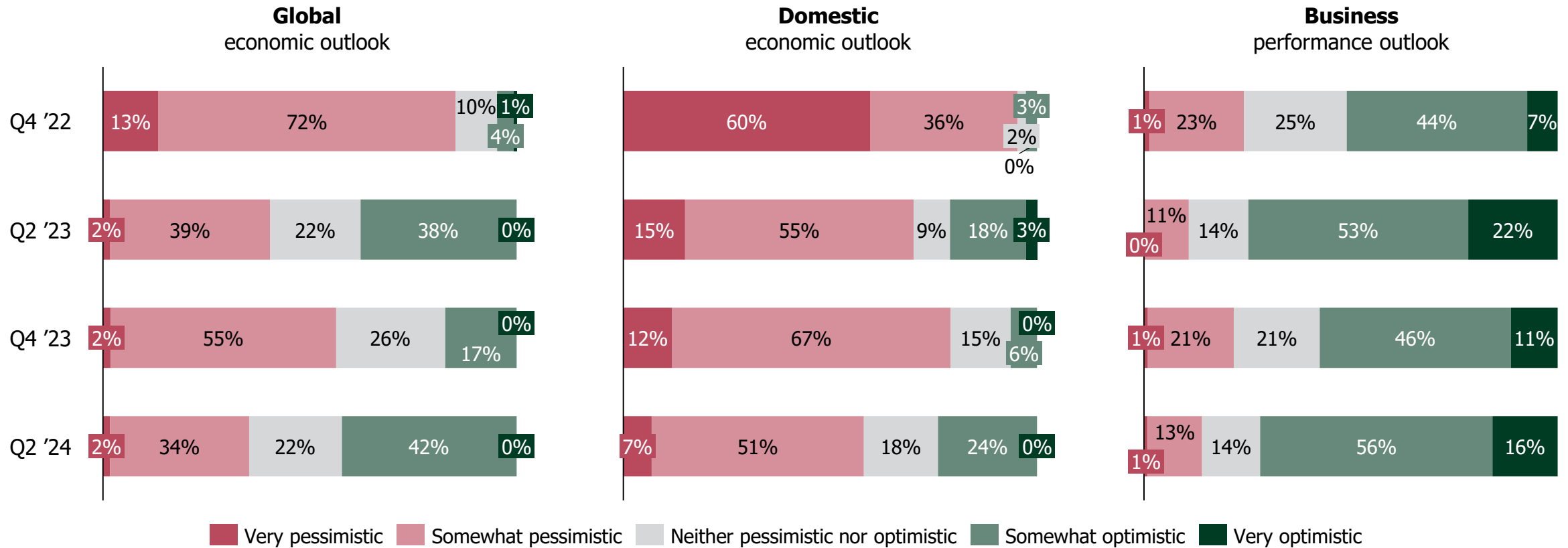
Notes: 1) Don't know responses excluded

Source: Eden McCallum Business Outlook Survey Q2 '24: Q6 - How pessimistic or optimistic are you about your country's economic outlook over the next 1-2 years? ; Q7 - How pessimistic or optimistic are you about your country's economic outlook over the next 1-2 years? ; Q11 - How pessimistic or optimistic are you about your company's performance over the next 1-2 years?



The increase in optimism since Q4 2023 has been most pronounced amongst UK business leaders...

ECONOMIC AND BUSINESS OUTLOOK¹ (Q4 '22 VS Q2 '23 VS Q4 '23 VS Q2 '24)



Q4 '22 n: 149; Q2 '23 n: 114, 114, 111; Q4 '23 n: 110, 110 106; Q2 '24 n: 116, 117, 114

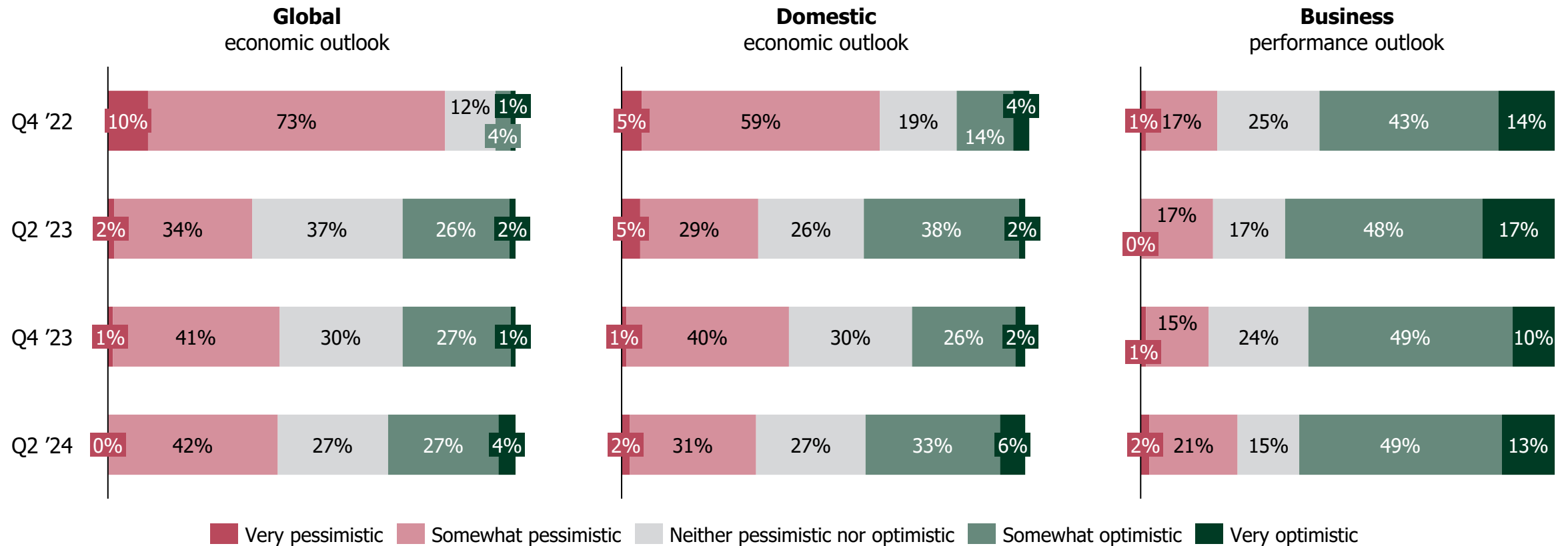
Notes: 1) Don't know responses excluded

Source: Eden McCallum Business Outlook Survey Q4 '22, Q2 '23, Q4 '23, Q2 '24: Q6 - How pessimistic or optimistic are you about the global economic outlook over the next 1-2 years?; Q7 - How pessimistic or optimistic are you about your country's economic outlook over the next 1-2 years?; Q11 - How pessimistic or optimistic are you about your company's performance over the next 1-2 years?



...with a smaller increase in economic optimism in the Netherlands and a slight increase in business performance pessimism

ECONOMIC AND BUSINESS OUTLOOK¹ – BIANNUALLY SINCE Q4 2022



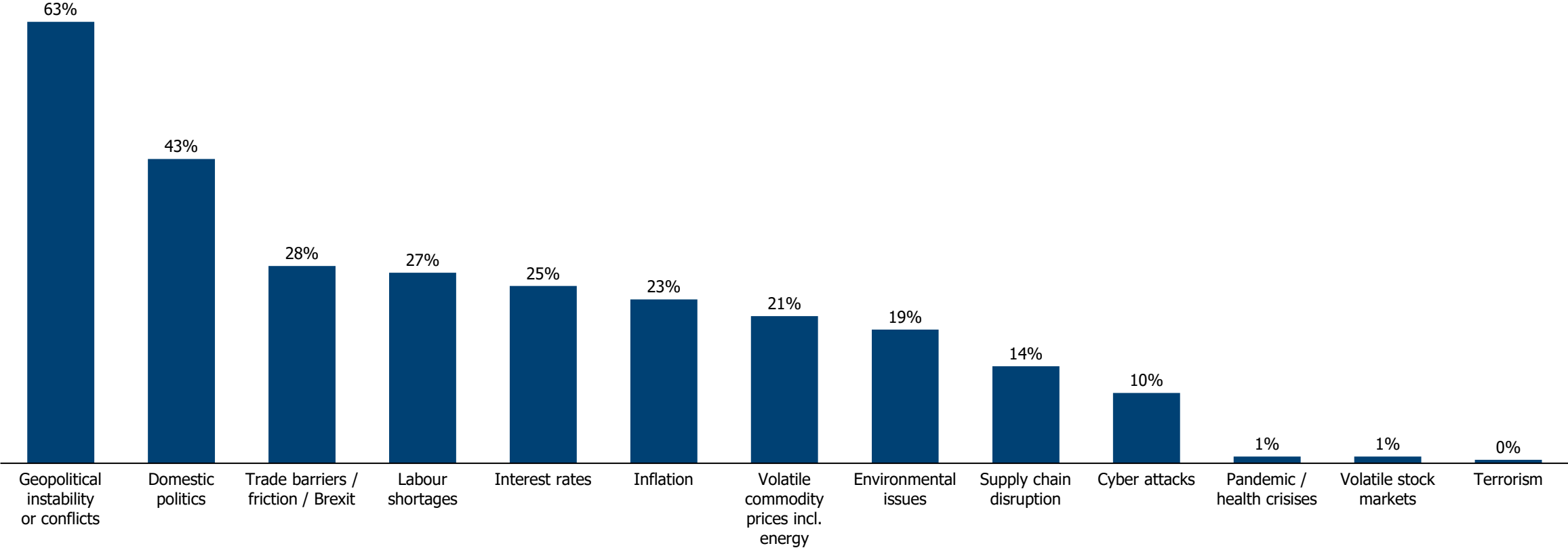
Q4 '22 n: 81; Q2 '23 n: 65, 65, 63; Q4 '23 n: 83, 82, 79; Q2 '24: 48, 48, 47

Notes: 1) Don't know responses excluded

Source: Eden McCallum Business Outlook Survey Q4 '22, Q2 '23, Q4 '23, Q2 '24: Q6 - How pessimistic or optimistic are you about the global economic outlook over the next 1-2 years?; Q7 - How pessimistic or optimistic are you about your country's economic outlook over the next 1-2 years?; Q11 - How pessimistic or optimistic are you about your company's performance over the next 1-2 years?

Geo-political instability is seen as the greatest threat to domestic economies

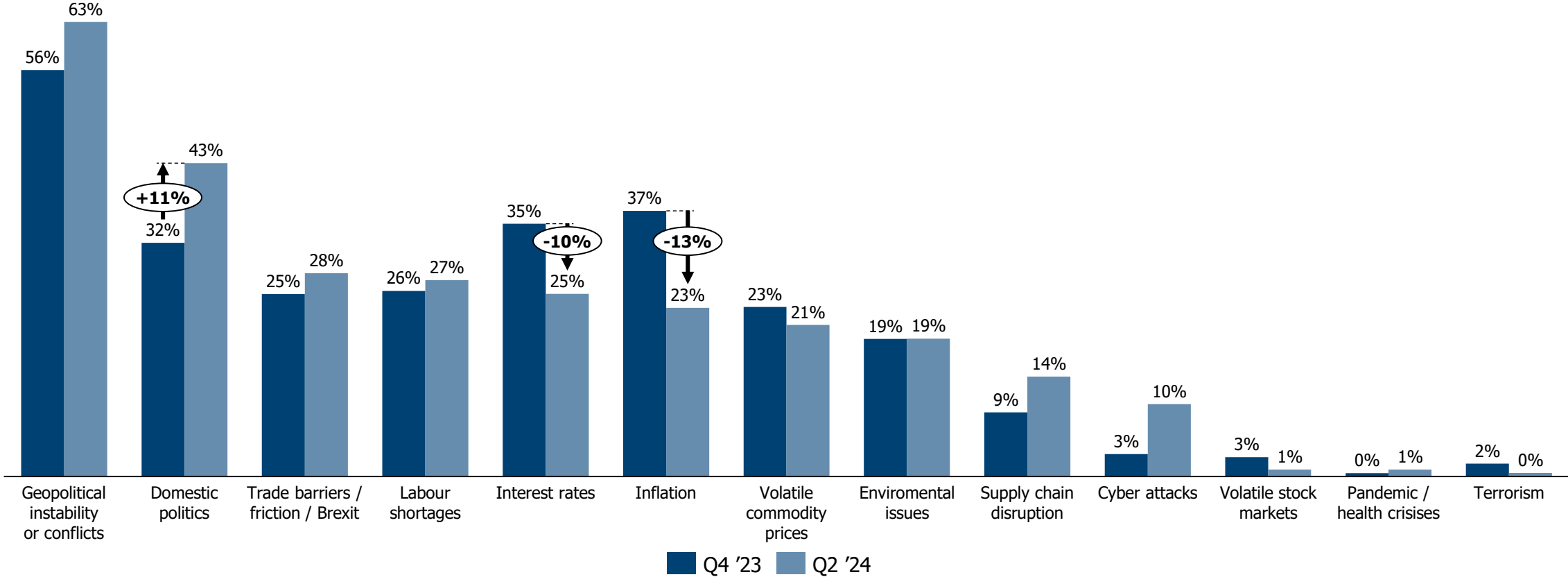
PERCEIVED THREATS TO DOMESTIC ECONOMY¹ (Q2 '24)



n: 210
Notes: 1) Participants could select a maximum of 3 answers, therefore percentages will not total 100, other not shown and don't know responses are excluded
Source: Eden McCallum Business Outlook Survey Q2 '24: Q8 - What do you see as the greatest threats to your country's economy over the next 1-2 years?

Concern about geopolitical instability and domestic politics has increased, whilst concern about inflation and interest rates has decreased from Q4 2023

PERCEIVED THREATS TO DOMESTIC ECONOMY¹ (Q4 '23 VS Q2 '24)



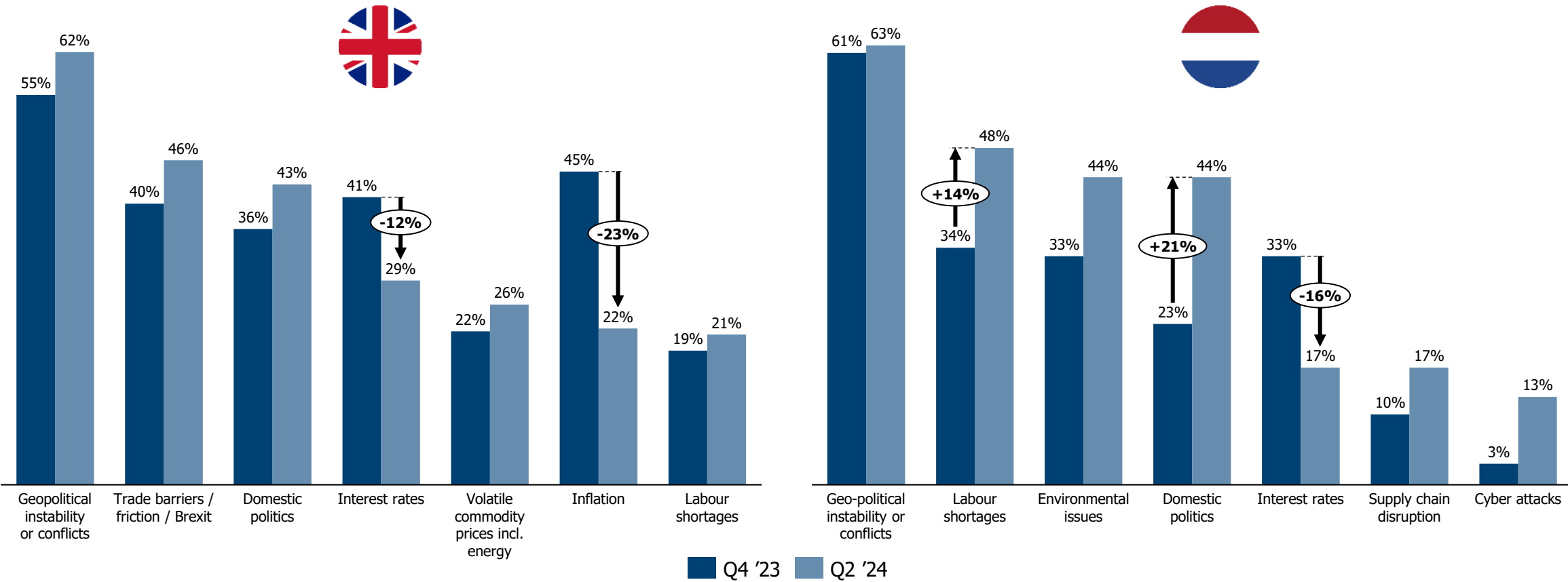
Q4 '23 n: 226; Q2 '24: 210

Notes: 1) Participants could select a maximum of 3 answers, therefore percentages will not total 100, other not shown and don't know responses are excluded

Source: Eden McCallum Business Outlook Survey Q4 '23, Q2 '24: Q8 - What do you see as the greatest threats to your country's economy over the next 1-2 years?

Concern about inflation has reduced sharply in the UK from Q4 2023, whilst concern about domestic politics has nearly doubled in the Netherlands

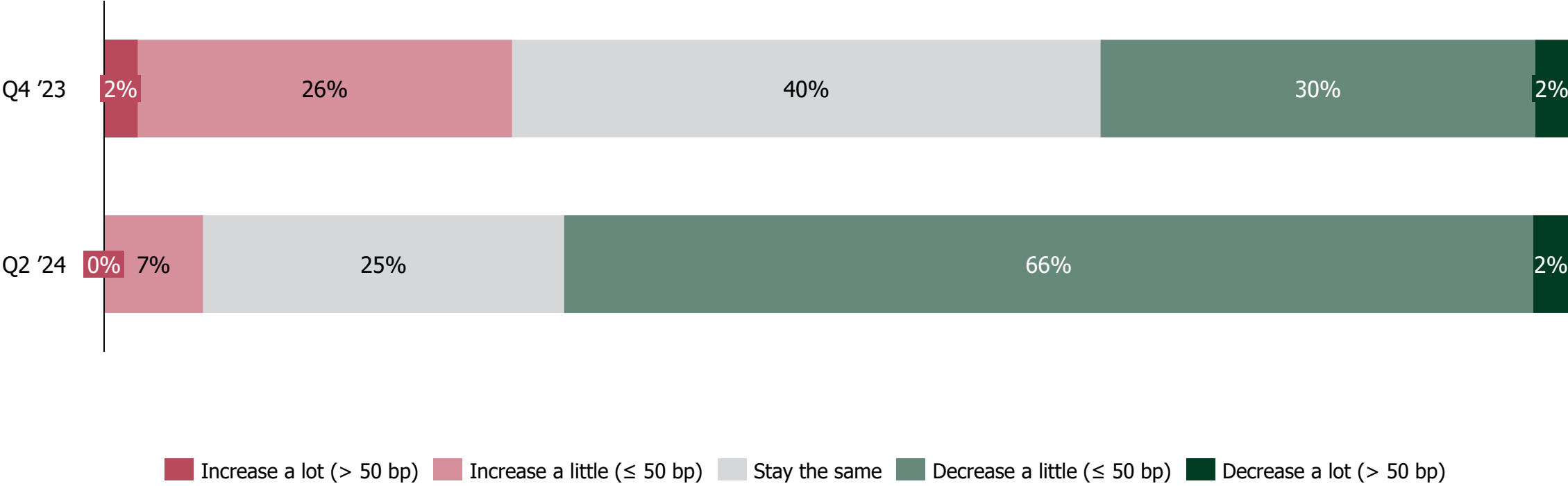
PERCEIVED THREATS TO DOMESTIC ECONOMY^{1,2} (Q4 '23 VS Q2 '24)



Q4 '23: UK n: 110, NL n: 83; Q2 '24: UK n: 117, NL n: 48
 Note: 1) Participants could select a maximum of 3 answers, therefore percentages will not total 100, don't know responses are excluded; 2) Top 7 threats per country
 Source: Eden McCallum Business Outlook Survey Q4 '23, Q2'24: Q8 - What do you see as the greatest threats to your country's economy over the next 1-2 years?

Interest rate expectations have changed significantly: > 2 in 3 business leaders expect interest rates to decrease by the end of 2024, vs ~1 in 3 in Q4 2023

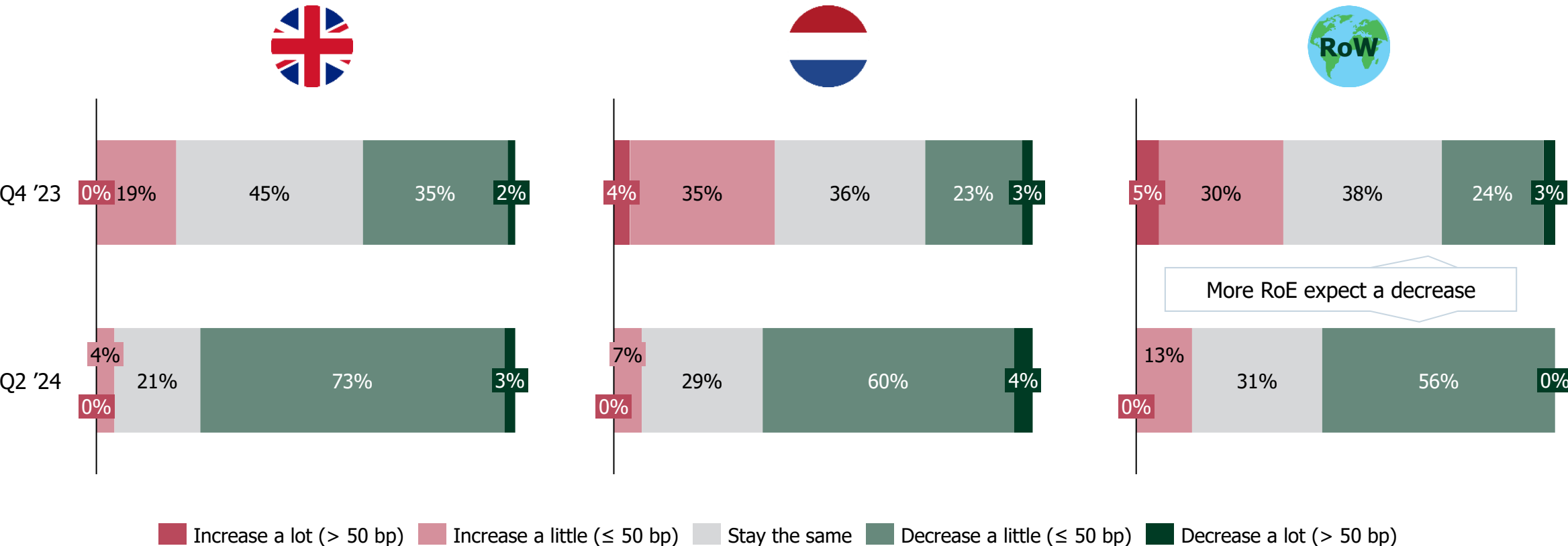
EXPECTED CENTRAL BANK INTEREST RATE CHANGES BY END OF 2024 (Q4 '23 VS Q2 '24)



Q4 '23 n: 219; Q2 '24 n: 210
Note: 1) Don't know responses excluded
Source: Eden McCallum Business Outlook Survey Q4 '23: Q9 – Over the next year, what do you think will happen to central bank interest rates in your country / economic zone? Q2 '24: Q9 – By the end of 2024, what do you think will happen to central bank interest rates in your country / economic zone?

UK business leaders are more inclined to expect interest rates to decrease by the end of 2024 than those in other markets

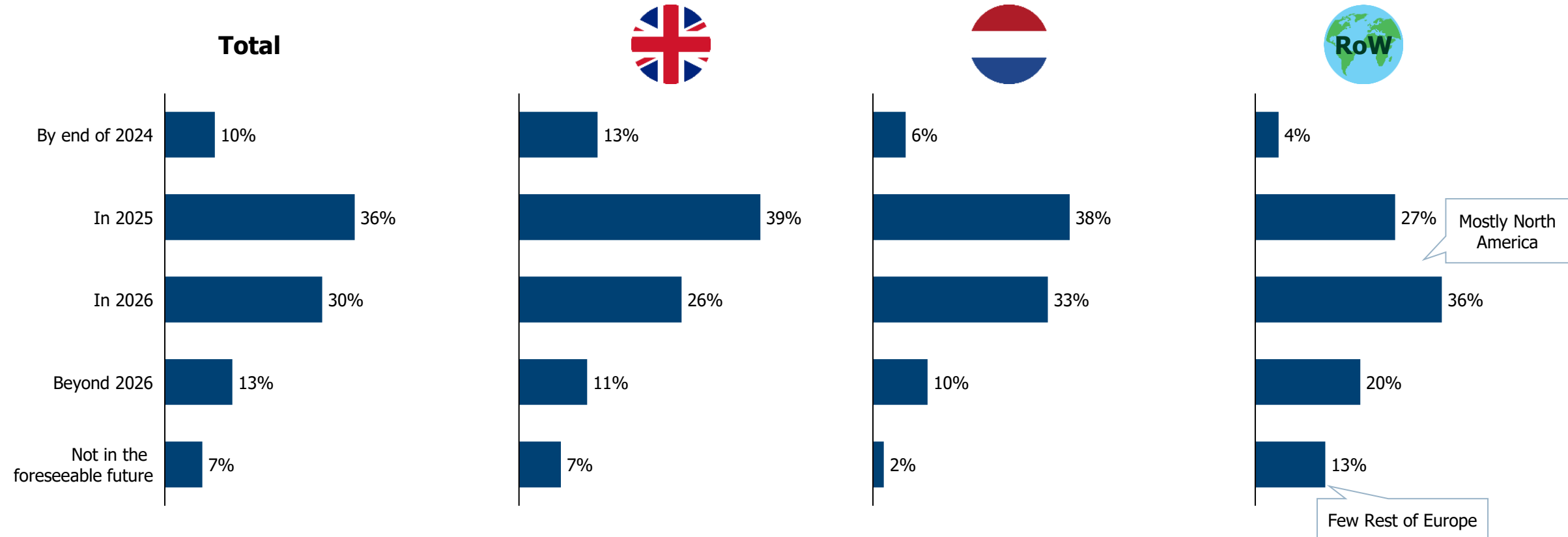
EXPECTED CENTRAL BANK INTEREST RATE CHANGES BY END OF 2024 (Q4 '23 VS Q2 '24)



Q4 '23 UK n: 110, NL: 78, RoE: 20, NA:6; RoW: 11; Q2 '24 UK n: 117; NL n: 48; Rest of Europe: 25, NA: 13; Rest of World: 7
 March 2024 Inflation rates - UK 3.2%, NL 3.1%, NA 3.5%. March 2024 Interest rates – UK 5.3%, NL, 4.5%, NA 5.5%
 Note: 1) Don't know responses excluded
 Source: Eden McCallum Business Outlook Survey Q4 '23: Q9 – Over the next year, what do you think will happen to central bank interest rates in your country/economic zone?; Q2 '24: Q9 – By the end of 2024, what do you think will happen to central bank interest rates in your country / economic zone?

9 in 10 leaders expect inflation to reach target levels in the foreseeable future, with the plurality in the UK and Europe expecting it in 2025 and in RoW (esp. NA) in 2026

EXPECTED TIME FOR INFLATION TO REACH TARGET LEVELS¹ (Q2 '24)



Q2 '24 Total n: 210; UK n: 117; NL n: 48; RoE n: 25; NA n: 13; RoW n: 7

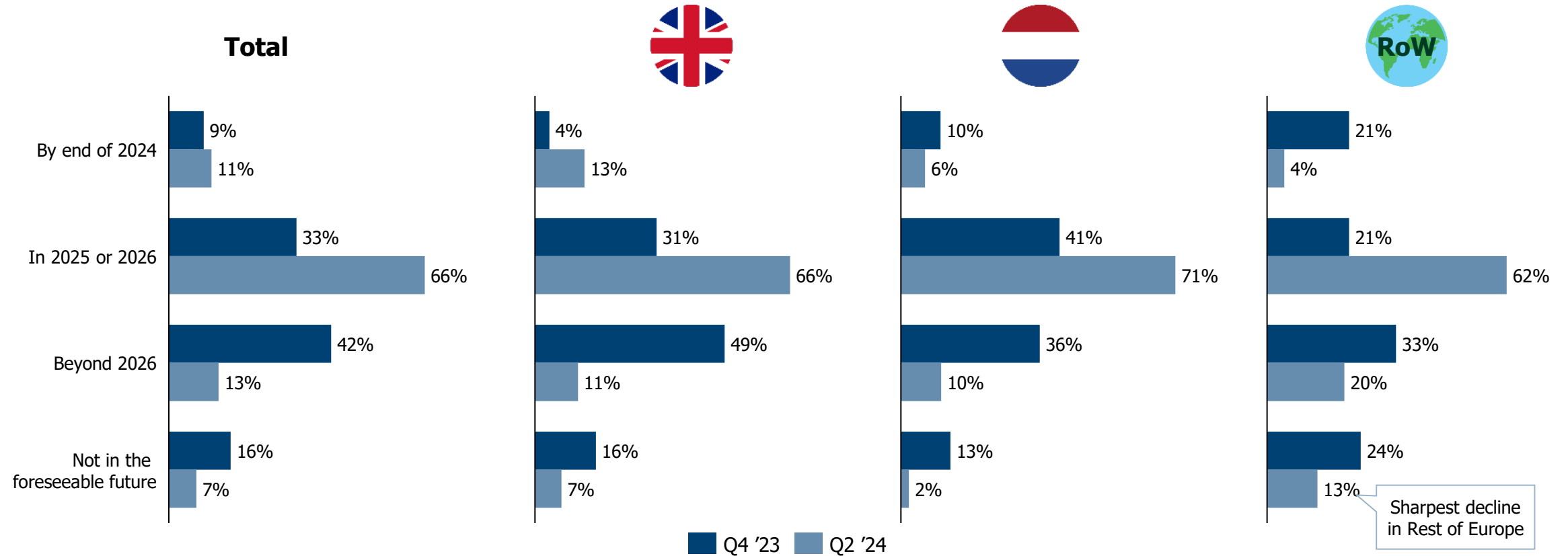
March 2024 Inflation rates - UK 3.2%, NL 3.1%, NA 3.5%. March 2024 Interest rates - UK 5.3%, NL, 4.5%, NA 5.5%

Note: 1) Don't know responses excluded

Source: Eden McCallum Business Outlook Survey Q2 '24: Q10 - How long do you think it will take for inflation to reach target levels (c. 2%) in your country / economic zone?, Trading Economics, World Government Bonds

2 in 3 business leaders now expect inflation to reach target levels (2%) in 2025 or 2026 compared to 1 in 3 in Q4 2023

EXPECTED TIME FOR INFLATION TO REACH TARGET LEVELS¹ (Q4 '23 VS Q2 '24)



Q4 '23 Total n: 219; UK n: 108; NL n: 78, RoE n: 20; NA: 6; RoW n: 13; Q2 '24 Total n: 210; UK n: 117; NL n: 48; RoE n: 25; NA: 13; RoW n: 7

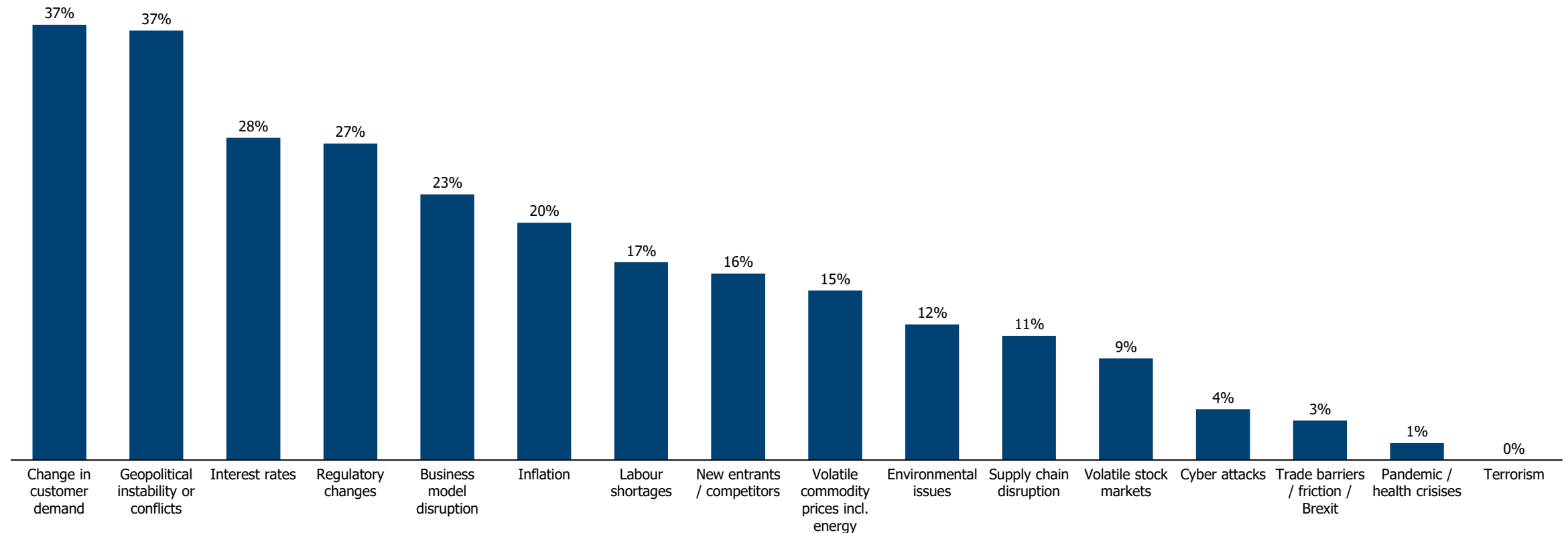
March 2024 Inflation rates - UK 3.2%, NL 3.1%, US 3.5%. March 2024 Interest rates – UK 5.3%, NL, 4.5%, US 5.5%

Note: 1) Don't know responses excluded

Source: Eden McCallum Business Outlook Survey Q2 '24: Q10 - How long do you think it will take for inflation to reach target levels (c. 2%) in your country / economic zone? Trading Economics

Leaders view change in customer demand and geopolitical instability as the most important external factors likely to impact company performance

EXTERNAL FACTORS IMPACTING COMPANY PERFORMANCE¹ (Q2 '24)



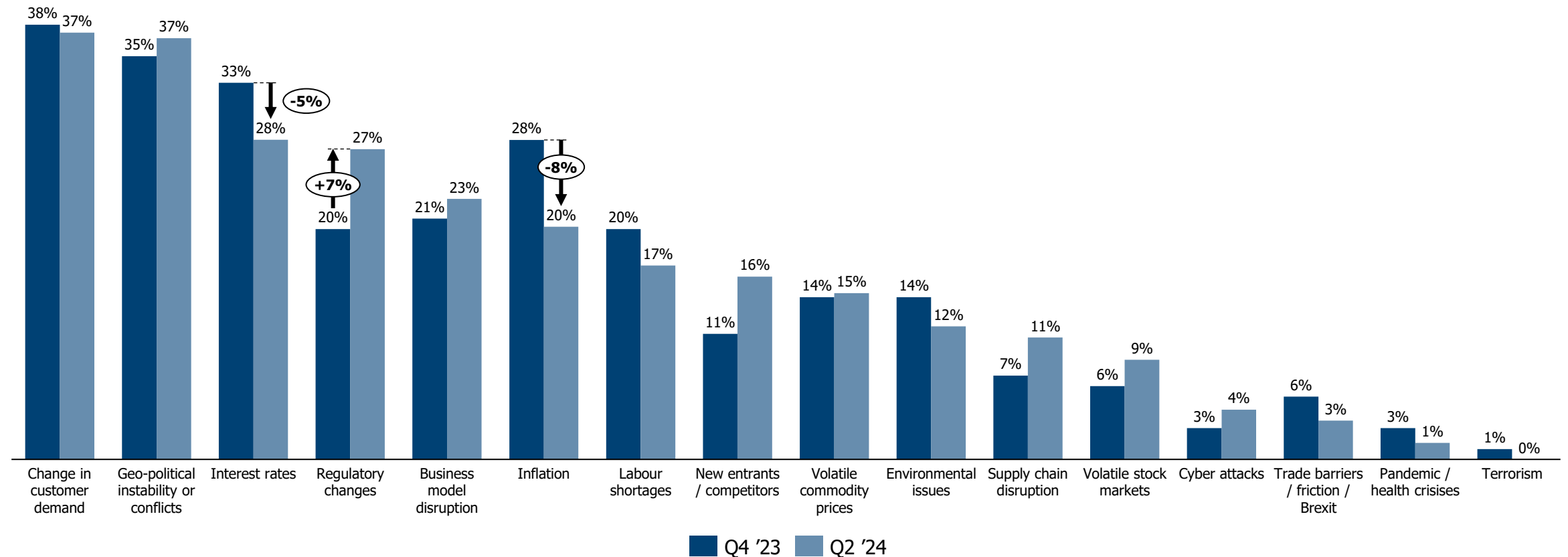
n: 206

Note: 1) Participants could select a maximum of 3 answers, therefore percentages will not total 100, other not shown and don't know responses are excluded

Source: Eden McCallum Business Outlook Survey Q42 '24: Q12 - What are the most important external factors likely to impact your company's performance over the next 1-2 years?

Concern about interest rates and inflation has decreased from Q4 2023, whilst concern about regulatory changes has increased

EXTERNAL FACTORS IMPACTING COMPANY PERFORMANCE¹ (Q4 '23 VS Q2 '24)



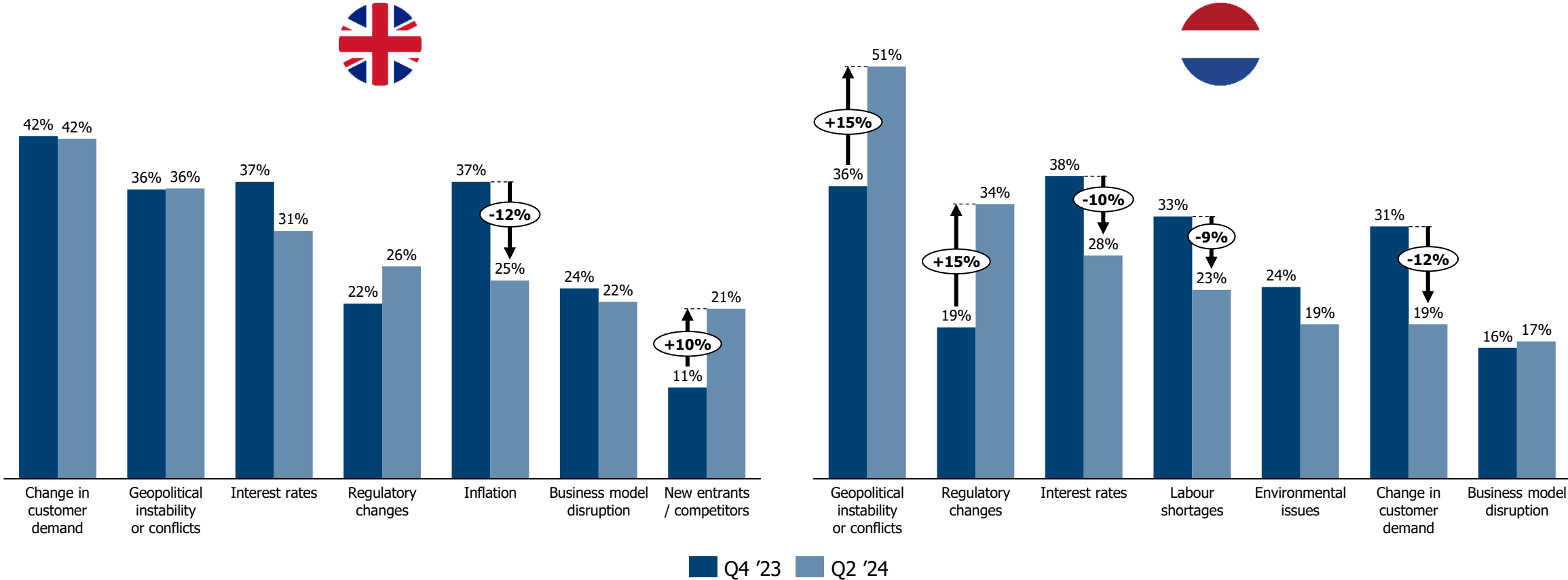
Q4 '23 n: 218; Q2 '24 n: 206

Note: 1) Participants could select a maximum of 3 answers, therefore percentages will not total 100, other not shown and don't know responses are excluded

Source: Eden McCallum Business Outlook Survey Q4 '23, Q2 '24: Q12 - What are the most important external factors likely to impact your company's performance over the next 1-2 years?

Concern about new entrants / competitors has increased in the UK, whilst concern about geopolitics and regulatory changes has increased in NL

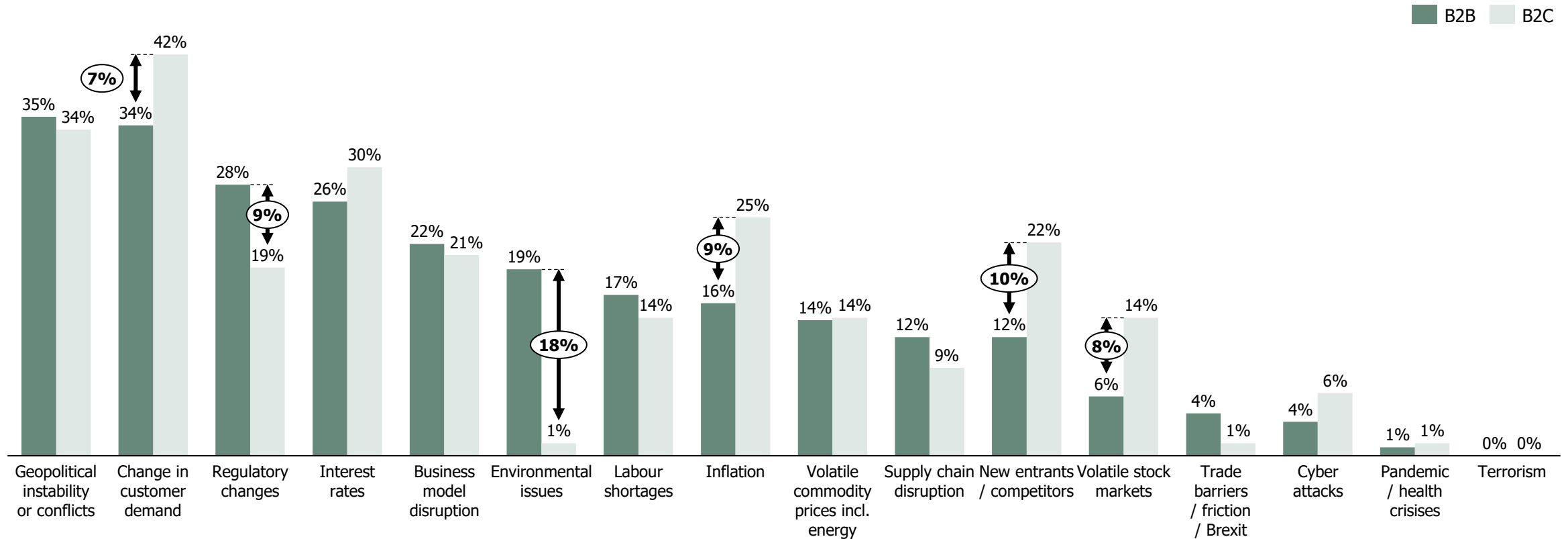
EXTERNAL FACTORS IMPACTING COMPANY PERFORMANCE^{1,2} (Q2 '23 VS Q4 '23)



Q2 '23: UK n: 111, NL n: 63; Q4 '23: UK n: 106; NL n: 80; Q2 '24 UK n: 114, NL n: 47
 Note: 1) Participants could select a maximum of 3 answers, therefore percentages will not total 100, don't know responses are excluded; 2) Top 8 factors per country
 Source: Eden McCallum Business Outlook Survey Q2 '23, Q4 '23: Q12 - What are the most important external factors likely to impact your company's performance over the next 1-2 years?

B2C leaders are less concerned about regulatory changes and environmental issues than B2B leaders, whilst more concerned about several factors

EXTERNAL FACTORS IMPACTING COMPANY PERFORMANCE – B2B VS B2C¹ (Q2 '24)



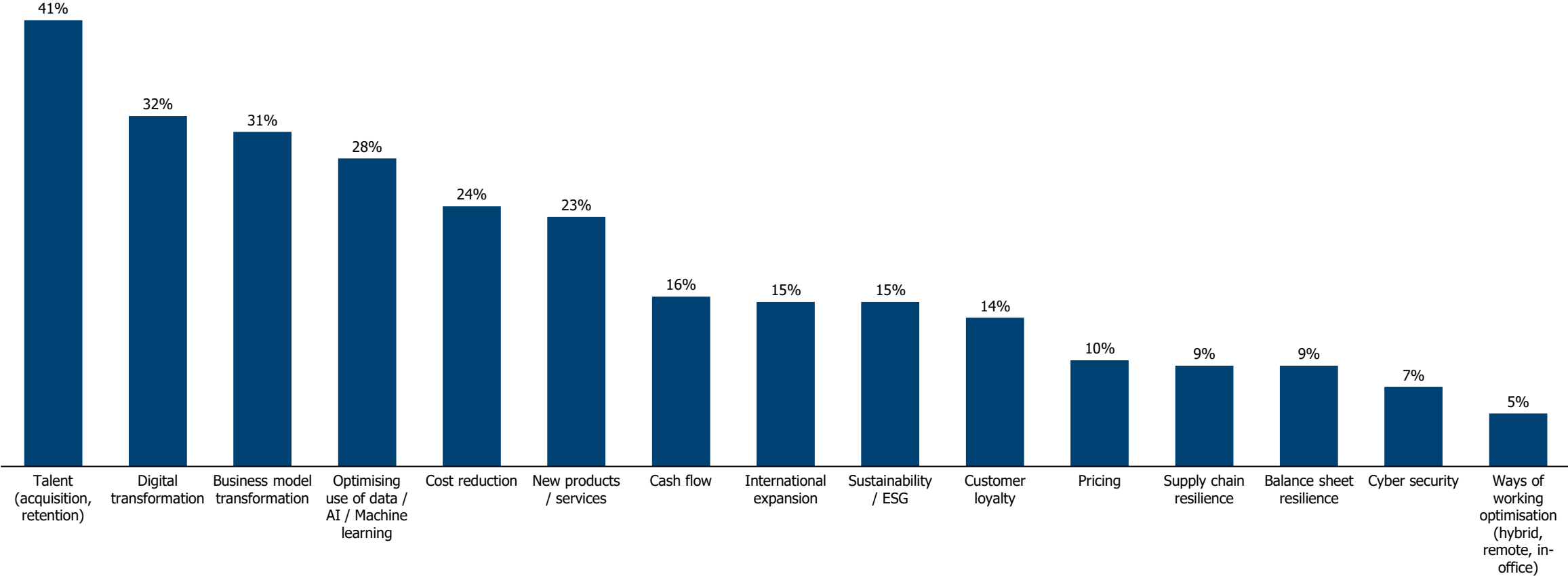
B2B Industries n: 114; B2C Industries n: 77

Note: 1) Respondents could select up to 3 choices, hence percentages do not add to 100, and don't know responses are excluded

Source: Eden McCallum Business Outlook Survey Q2 '24: Q12 - What are the most important external factors likely to impact your company's performance over the next 1-2 years?

Talent remains the most important internal issue for business leaders

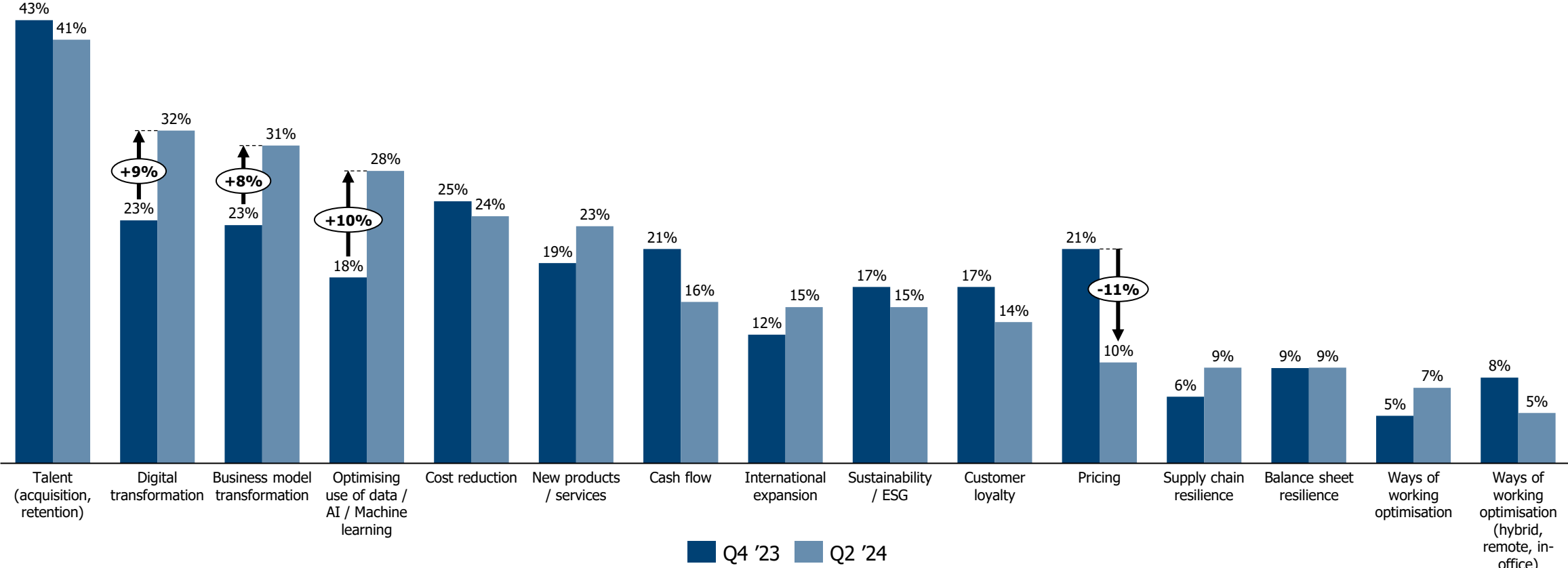
MOST IMPORTANT INTERNAL ISSUES FOR BUSINESSES¹ (Q2 '24)



n: 206
Note: 1) Participants could select a maximum of 3 answers, therefore percentages will not total 100, other not shown and don't know responses are excluded
Source: Eden McCallum Business Outlook Survey Q2 '24: Q13 – What are the most important internal issues for your company over the next 1-2 years?

Digital transformation, business model transformation and optimising use of data / AI have increased in importance from Q4 2023, and pricing has decreased

MOST IMPORTANT INTERNAL ISSUES FOR BUSINESSES¹ (Q4 '23 VS Q2 '24)



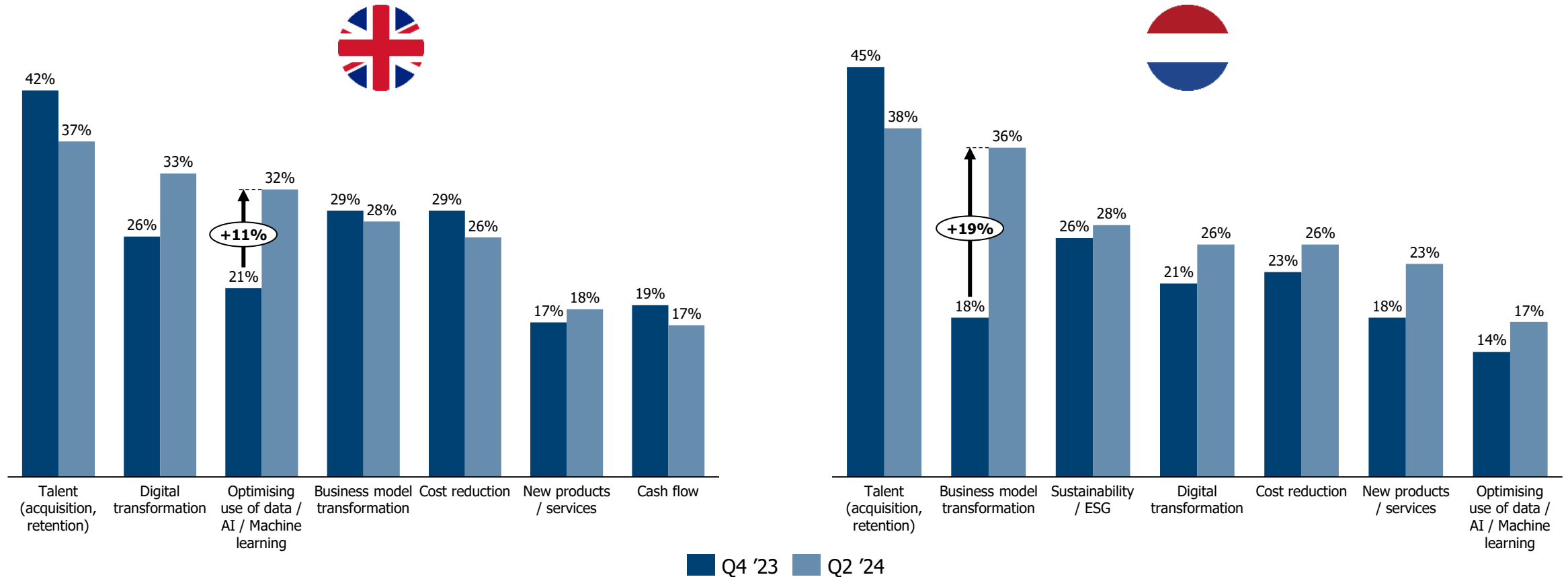
Q4 '23 n: 218; Q2 '24 n: 206

Note: 1) Participants could select a maximum of 3 answers, therefore percentages will not total 100, other not shown and don't know responses are excluded

Source: Eden McCallum Business Outlook Survey Q4 '23, Q2 '24: Q13 – What are the most important internal issues for your company over the next 1-2 years?

Concern around optimising use of data / AI / machine learning has increased more in the UK, whilst business model transformation has increased more in NL

MOST IMPORTANT INTERNAL ISSUES FOR BUSINESSES^{1,2} (Q4 '23 VS Q2 '24)



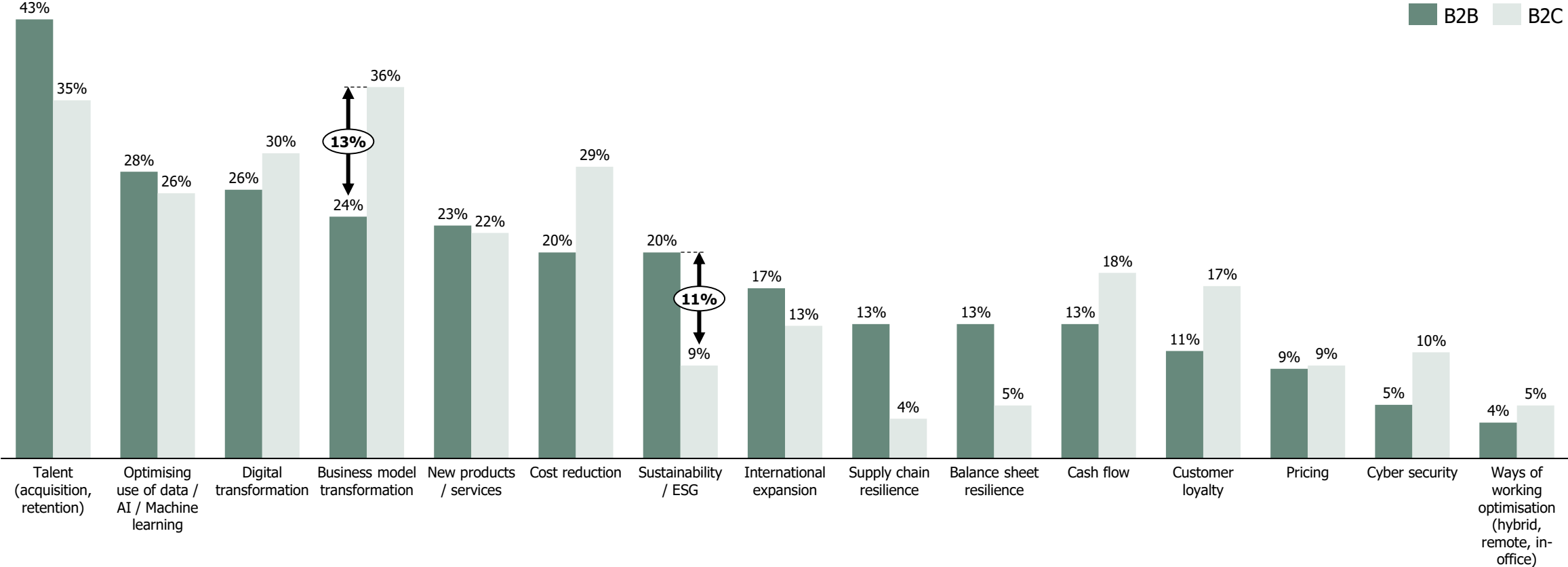
Q4 '23: UK n: 106; NL n: 80; Q2 '24: UK n: 114, NL n: 47

Note: 1) Participants could select a maximum of 3 answers, therefore percentages will not total 100, don't know responses are excluded; 2) Top 9 issues per country

Source: Eden McCallum Business Outlook Survey Q4 '23, Q2 '24: Q13 - What are the most important internal issues for your company over the next 1-2 years?

Business model transformation is further up the agenda for B2C leaders and sustainability lower than for B2B leaders

MOST IMPORTANT INTERNAL ISSUES FOR BUSINESSES – B2B VS B2C¹ (Q2 '24)



B2B Industries n: 114; B2C Industries n: 77
 Note: 1) Respondents could select up to 3 choices, hence percentages do not add to 100, and don't know responses are excluded
 Source: Eden McCallum Business Outlook Survey Q2 '24: Q13 - What are the most important internal issues for your company over the next 1-2 years?

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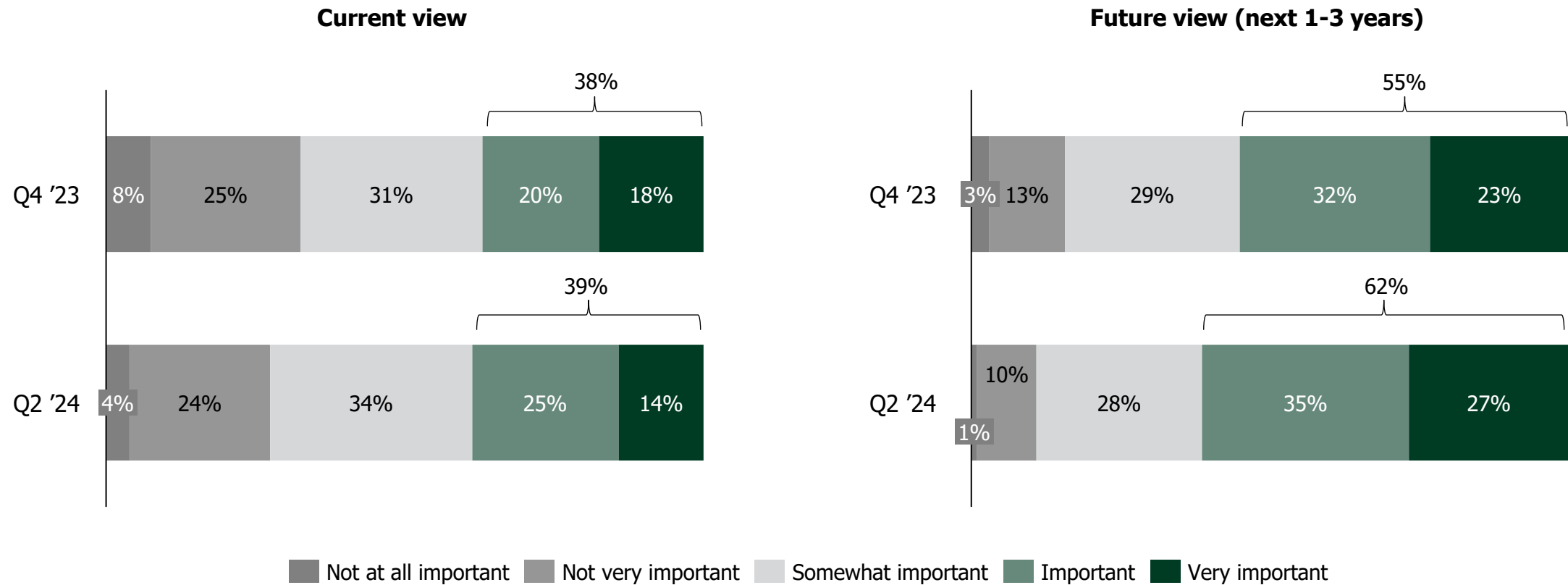
Ways of Working

Appendix: sample details



Perceptions about the future importance of generative AI have increased slightly over the past year

IMPORTANCE OF GENERATIVE AI (Q2 '23 VS Q2 '24)



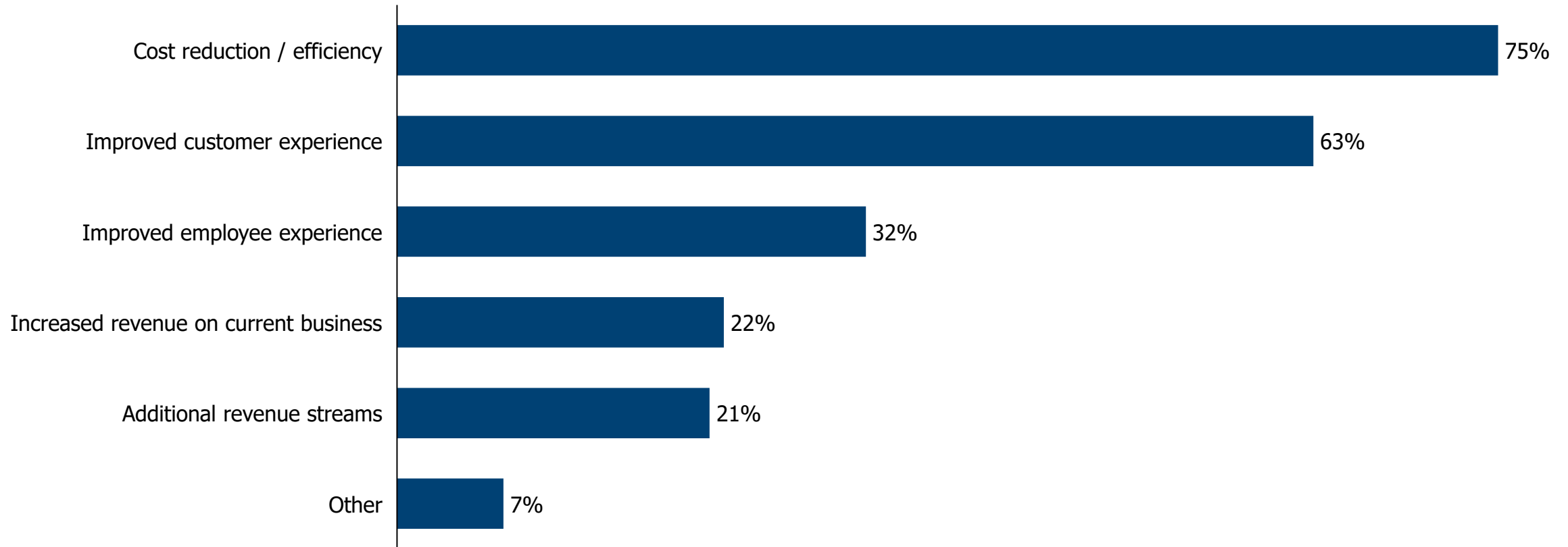
Q4 '23: Current n: 200, Future n: 198; Q2 '24: Current n: 206, Future n: 206

Note: 1) Don't know responses are excluded.

Source: Eden McCallum Business Outlook Q2 '23, Q2 '24: Q14 - Thinking now about Generative AI, which of the following best describes your company's view of the current importance of Generative AI to your business / organisation? ; Q15 - And which best describes your company's view on the importance of Generative AI to your business / organisation in the future (next 1-3 years)?

Most business leaders expect Generative AI to generate value from cost reduction / efficiency and improved customer experience

EXPECTED VALUE GENERATION FROM GENERATIVE AI



n: 206

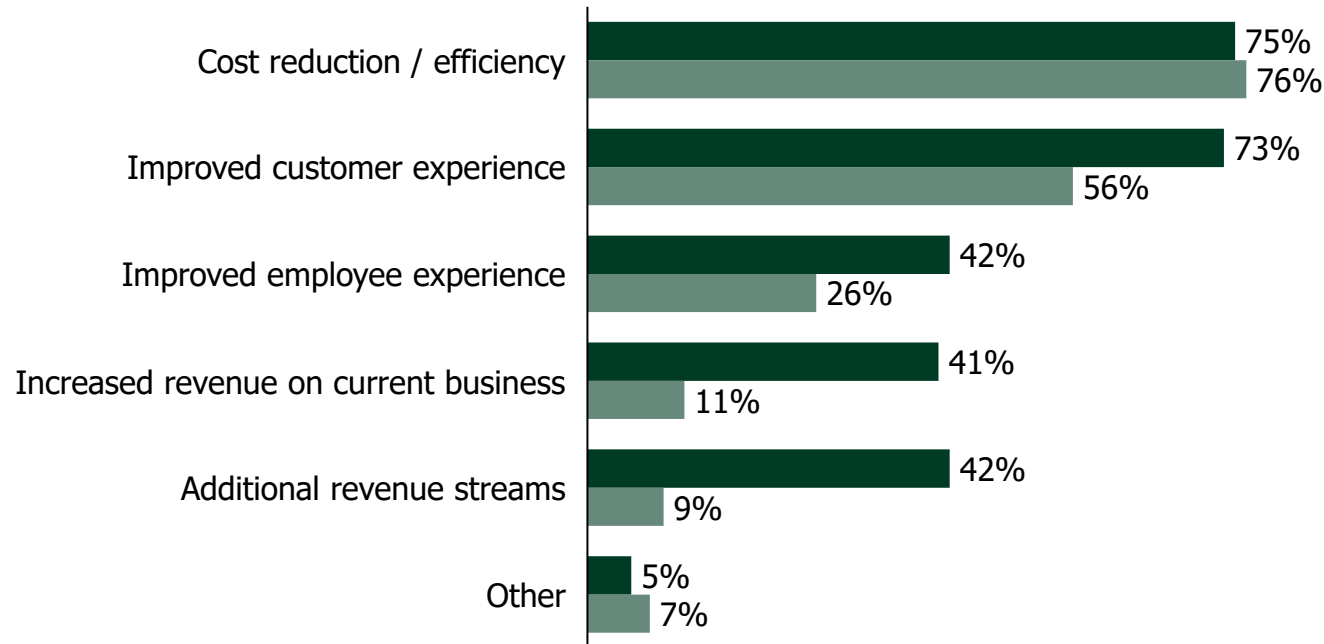
Note: 1) Respondents could select all that apply, hence percentages do not add to 100, and don't know responses are excluded

Source: Eden McCallum Business Outlook April 2024: Q16 – How does your company expect to generate value from generative AI?

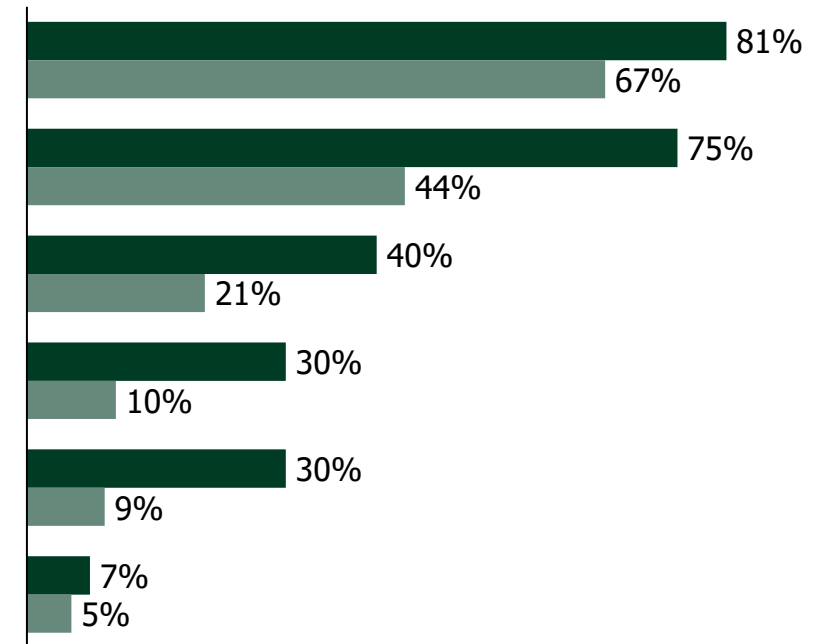
Not surprisingly, leaders who view Generative AI as important expect it to impact across a broader range of value drivers

EXPECTED VALUE GENERATION FROM GENERATIVE AI

Current view



Future view (next 1-3 years)



Very important + Important
 Not very important + Somewhat important + Not at all important

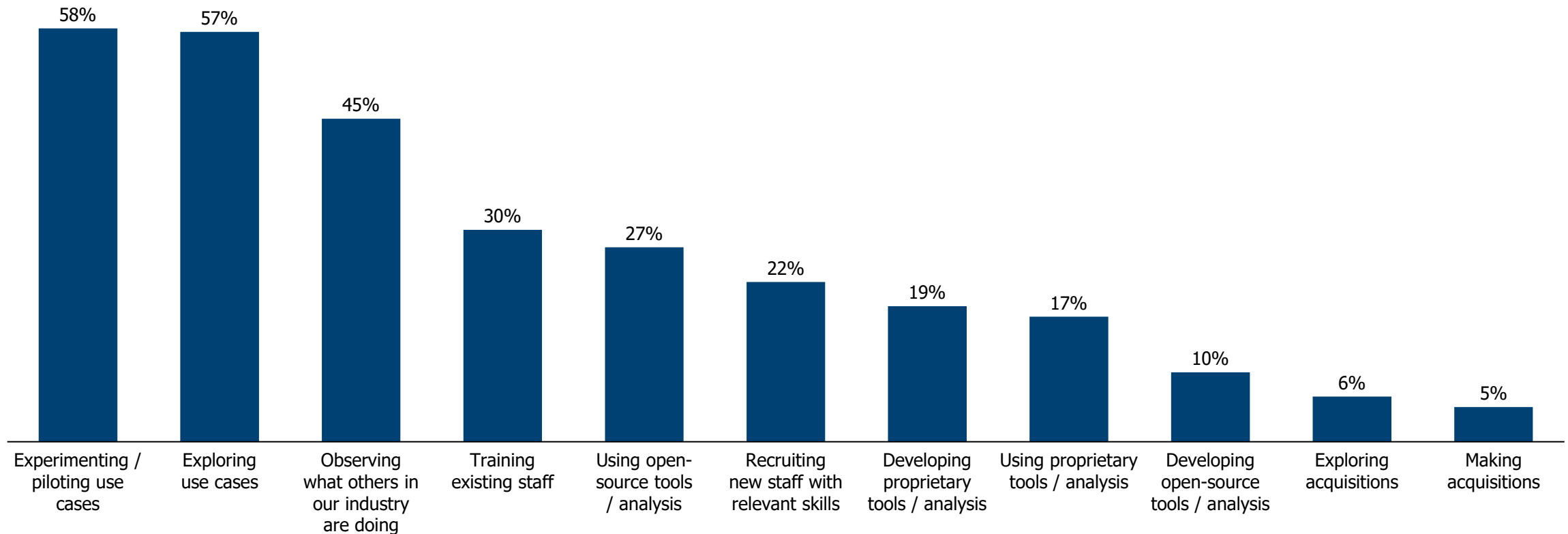
Very important + Important n: 79; Somewhat important + Not very important + Not at all important n: 125

Note: 1) Respondents could select all that apply, hence percentages do not add to 100, and don't know responses are excluded

Source: Eden McCallum Business Outlook April 2024: Q16 – How does your company expect to generate value from generative AI?; Q17 - And which best describes your company's view of the importance of generative AI to your business / organisation in the future (next 1-3 years)?

Over half are experimenting / piloting or exploring Generative AI use cases

CURRENT ACTIONS (Q2 '24)



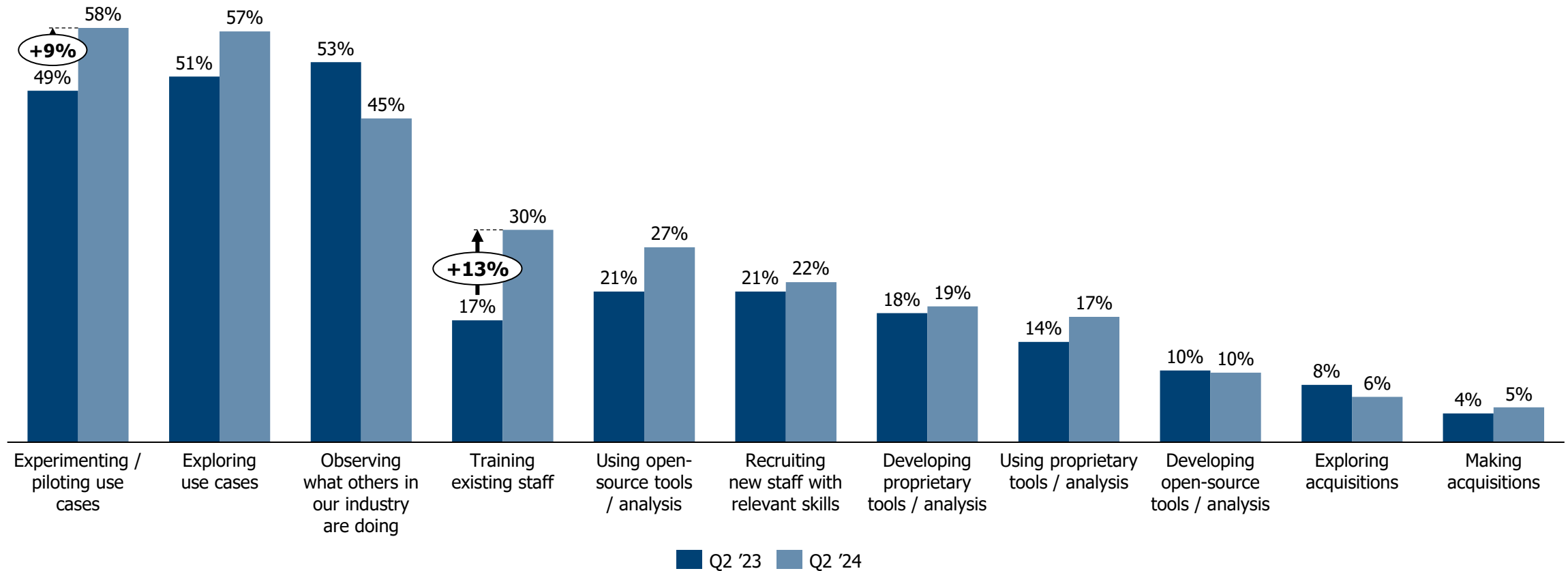
Q2 '24 n: 206 (average of 3 actions per respondent)

Note: 1) Don't know responses are excluded. Respondents could select all that apply; hence percentages do not add to 100%.

Source: Eden McCallum Business Outlook Survey April 2024: Q17 - What is your company currently doing about / with generative AI? Please select all that apply.

Amongst the actions taken on Generative AI, experimenting / piloting use cases and training existing staff have increased most since Q2 2023

CURRENT ACTIONS (Q2 '23 VS Q2 '24)



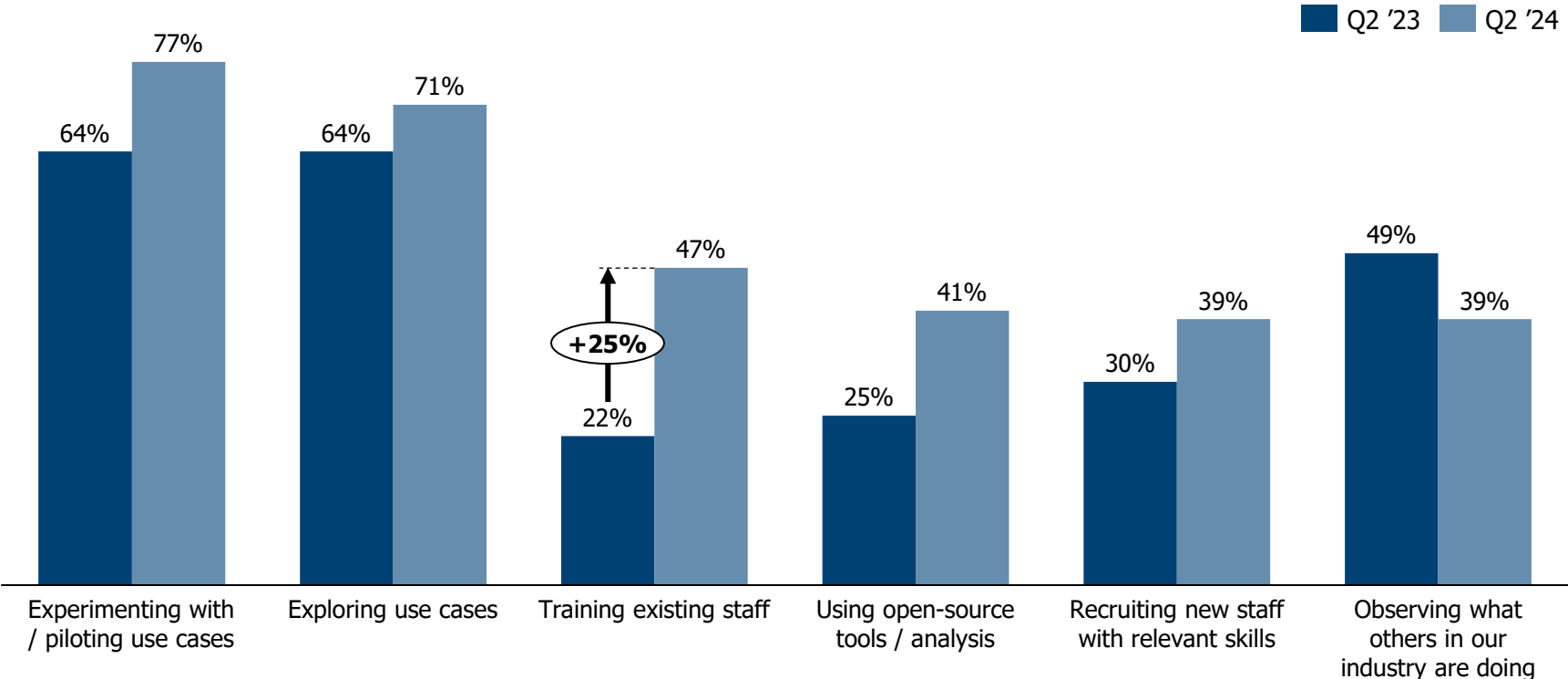
Q2 '23 n: 178 (average of 2.4 actions per respondent); Q2 '24 n: 206 (average of 3 actions per respondent)

Note: 1) Don't know responses are excluded. Respondents could select all that apply; hence percentages do not add to 100%.

Source: Eden McCallum Business Outlook Survey April 2024: Q17 - What is your company currently doing about / with generative AI? Please select all that apply.

Amongst companies that currently view Generative AI as important, twice as many are training existing staff in Q2 2024 compared to a year ago

CURRENT ACTIONS OF THOSE VIEWING GEN AI AS (VERY) IMPORTANT (Q2 '23 VS Q2 '24)

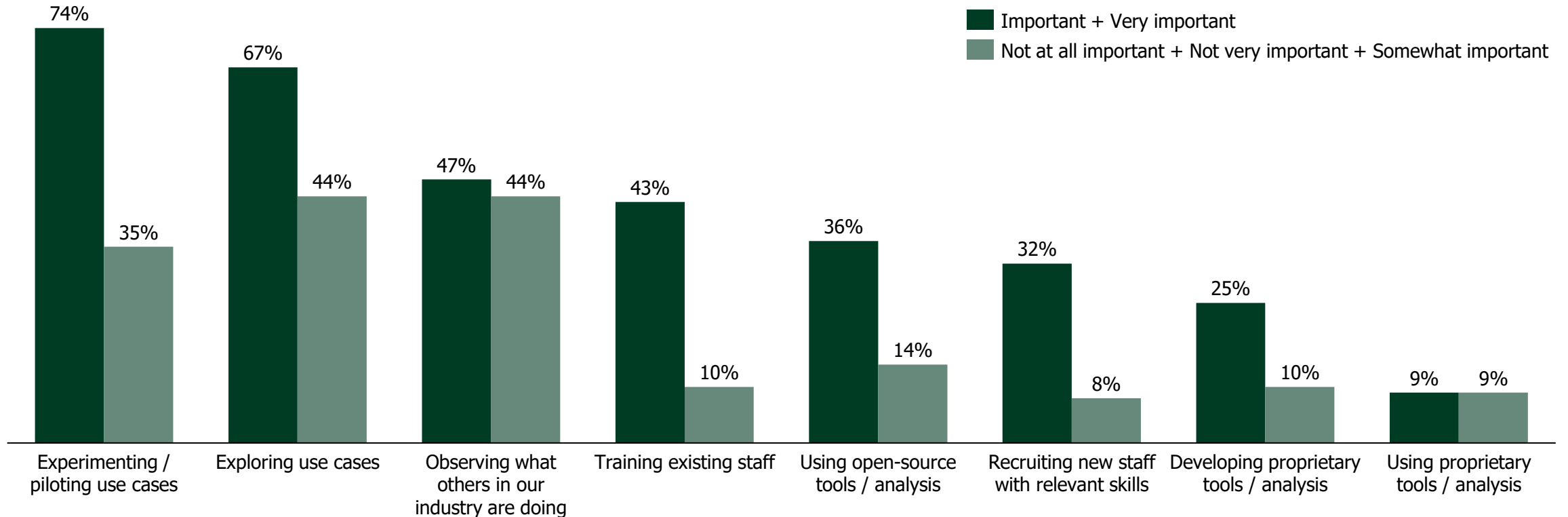


More **action** is being taken on gen AI vs a year ago

Q2 '23 Not at all important + Not very important + Somewhat important n: 103, Important + Very important n: 73; Q2 '24 Not at all important + Not very important + Somewhat important n: 125, Important + Very important n: 79
 Note: 1) Don't know responses excluded. Respondents could select all that apply, hence percentages do not add to 100%.
 Source: Eden McCallum Business Outlook Survey April 2024: Q17 - What is your company currently doing about / with generative AI? Please select all that apply.

Companies that view Generative AI as important in the future are 2x as likely to be piloting use cases, 4x as likely to be training existing staff or recruiting relevant skills – vs businesses who don't see this as an important issue

CURRENT ACTIONS, SPLIT BY FUTURE IMPORTANCE (Q2 '24)



Important + Very important n: 124; Not at all important + Not very important + Somewhat important n: 78

Note: 1) Don't know responses are excluded. Respondents could select all that apply; hence percentages do not add to 100%.

Source: Eden McCallum Business Outlook Survey April 2024: Q17 - What is your business currently doing about / with generative AI? Please select all that apply.; Q17 - And which best describes your company's view of the importance of generative AI to your business / organisation in the future (next 1-3 years)?

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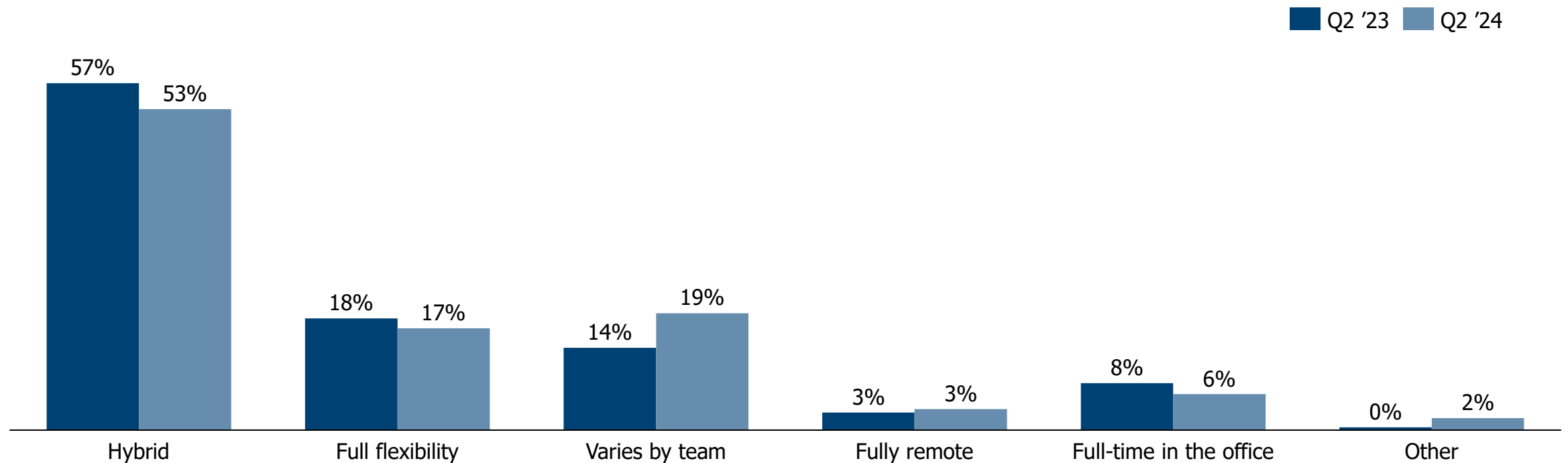
Ways of Working

Appendix: sample details



9 in 10 organisations continue to take a hybrid / flexible approach to office work, with less than 1 in 10 full-time in the office

ORGANISATION'S APPROACH TO OFFICE WORKING (Q2 '23 VS Q2 '24)



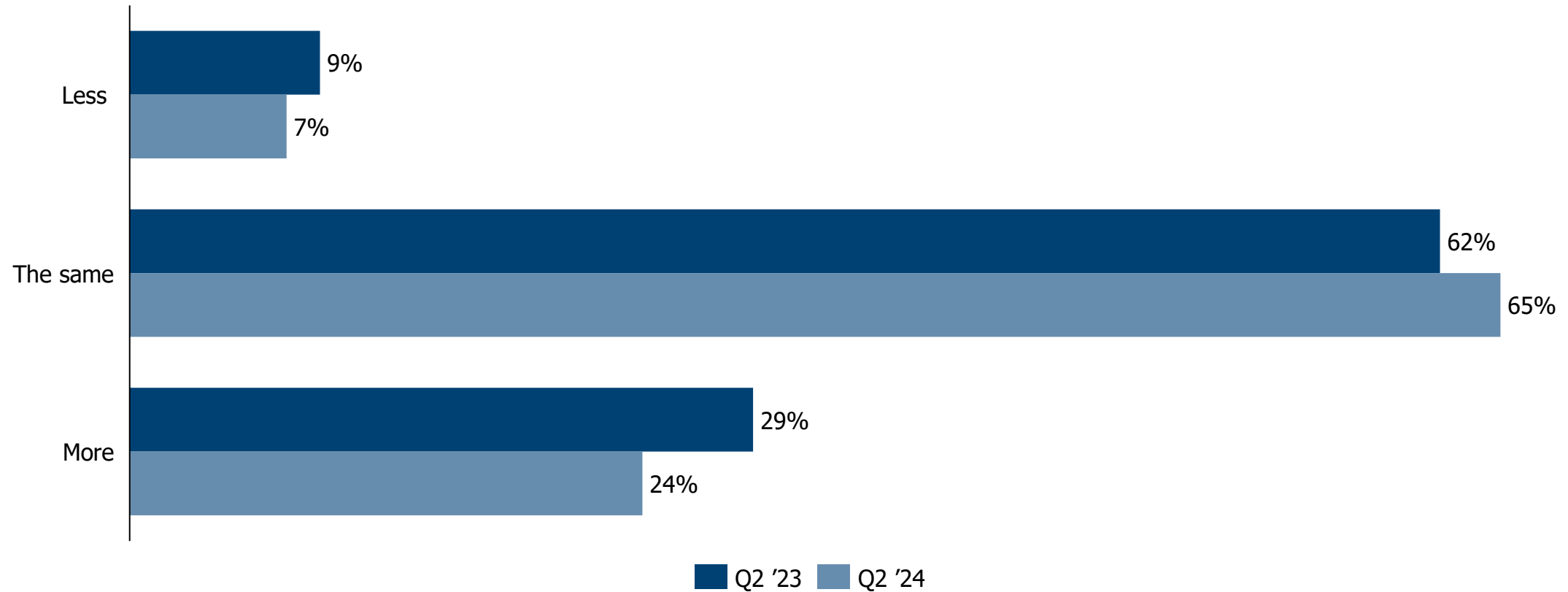
Q2 '23 n: 207; Q2 '24: 203

Note: 1) Don't know responses are excluded. Percentages may not add up due to rounding; 2) 2 respondents added into "hybrid" and 1 into "full flexibility" from other

Source: Eden McCallum Business Outlook Survey Q2 '23, Q2 '24; Eden McCallum Business Outlook Survey April 2024: Q18 – Thinking now about Ways of Working, and focusing on your company's office workers, which best describes your organisation's current approach?

Most business leaders expect their organisation's approach to remain the same in the future with fewer expecting more office working than in Q2 2023

EXPECTED FUTURE APPROACH TO OFFICE WORKING (Q2 '23 VS Q2 '24)



Q2 '23 n: 201; Q2 '24 n: 203

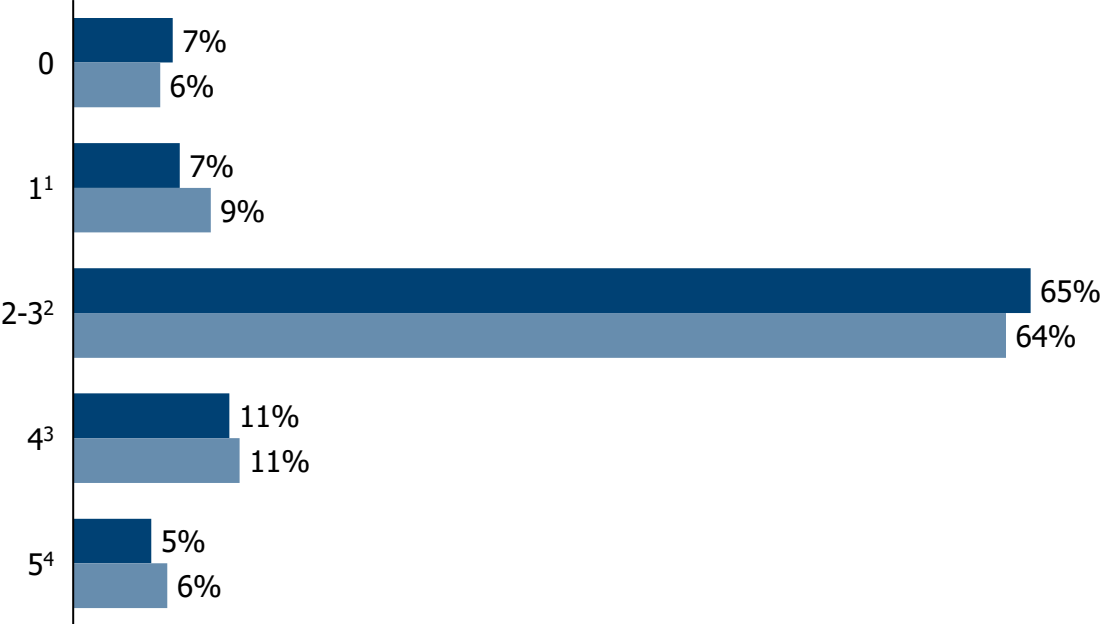
Note: 1) Don't know and N/A responses are excluded

Source: Eden McCallum Business Outlook Survey April 2024: Q22 - Thinking now about the future (next 1-3 years), how do you expect your organisation's approach to office working to evolve?

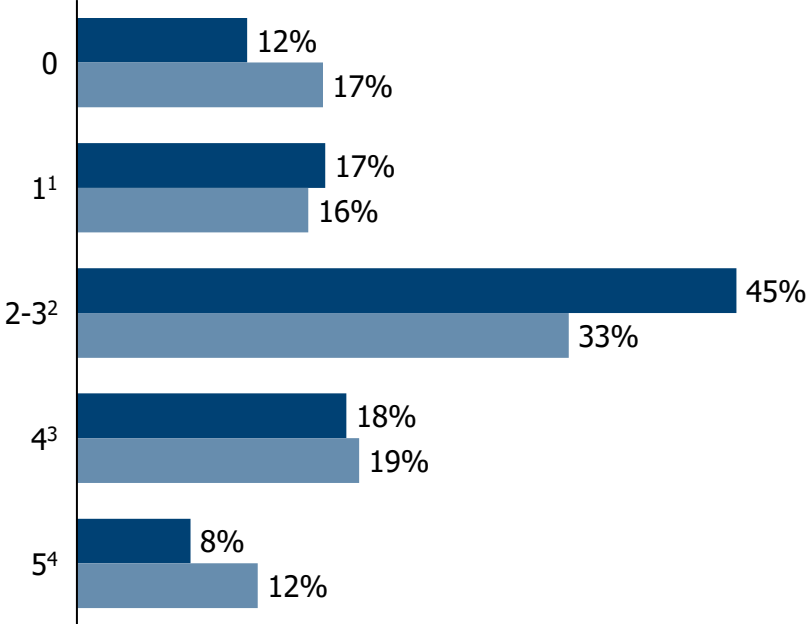
Most companies' office working policy involves 2-3 days per week office, with greater variation among leaders, increased from Q2 2023

AVERAGE NUMBER OF DAYS PER WEEK IN THE OFFICE (Q2 '23 VS Q2 '24)

Company policy



Business leaders

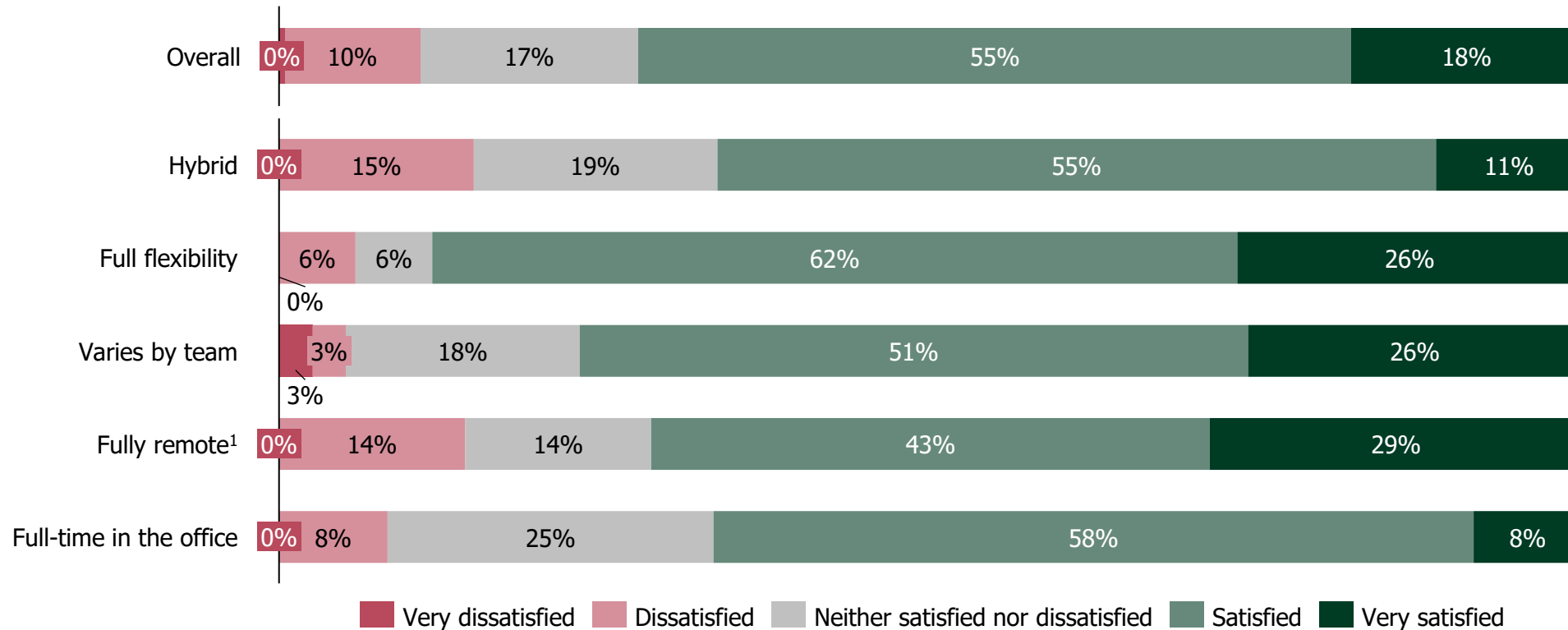


■ Q2 '23 ■ Q2 '24

Q2 '23 Company approach n: 207, Business leaders n: 207; Q2 '24 Company approach n: 203, Business leaders n: 203
 1) Includes respondents who said 1, 0-1, and 1-2 days; 2) Includes respondents who said 2, 3 and 2-3 days; 3) Includes respondents who said 4, and 3-4 days; 4) Includes respondents who said 5, and 4-5 days
 Source: Eden McCallum Business Outlook Survey April 2024: Q19 - On average, how many days per week are your company's office workers currently expected to be in the office? Please select one.; Q23 - Lastly, on average, how many days per week do you personally spend in the office? Please select one.

Nearly 3 in 4 business leaders are satisfied with their company's/organisation's current ways of working

SATISFACTION WITH CURRENT APPROACH TO WAYS OF WORKING



Notes: 1) Caution, small sample size

Source: Eden McCallum Business Outlook Survey April 2024: Q19 - Thinking now about Ways of Working, and focusing on your company's office workers, which best describes your organisation's current approach?; Q20 – As a business leader, how satisfied/dissatisfied are you with your company/organisation's approach?

Leaders attribute satisfaction with current ways of working to good office / home balance, with dissatisfaction influenced by less effective teamwork

KEY REASONS FOR SATISFACTION / DISSATISFACTION WITH CURRENT WAYS OF WORKING

THOSE SATISFIED



"Seems to strike the balance of creating an office culture and purposeful connections but giving people flexibility as needed."
- Hybrid approach, company policy 3 days per week

THOSE DISSATISFIED



"Too much optionality. Teamwork is less effective in virtual environment. Development of staff more difficult in virtual and remote working environment"
- Hybrid approach, company policy 2-3 days per week

Very satisfied + Satisfied n: 83; Very dissatisfied + dissatisfied n: 20; Answers were provided as open text
Source: Eden McCallum Business Outlook Survey April 2024: Q20 – As a business leader, how satisfied/dissatisfied are you with your company/organisation's approach? ; Q21 – Why?

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Executive summary

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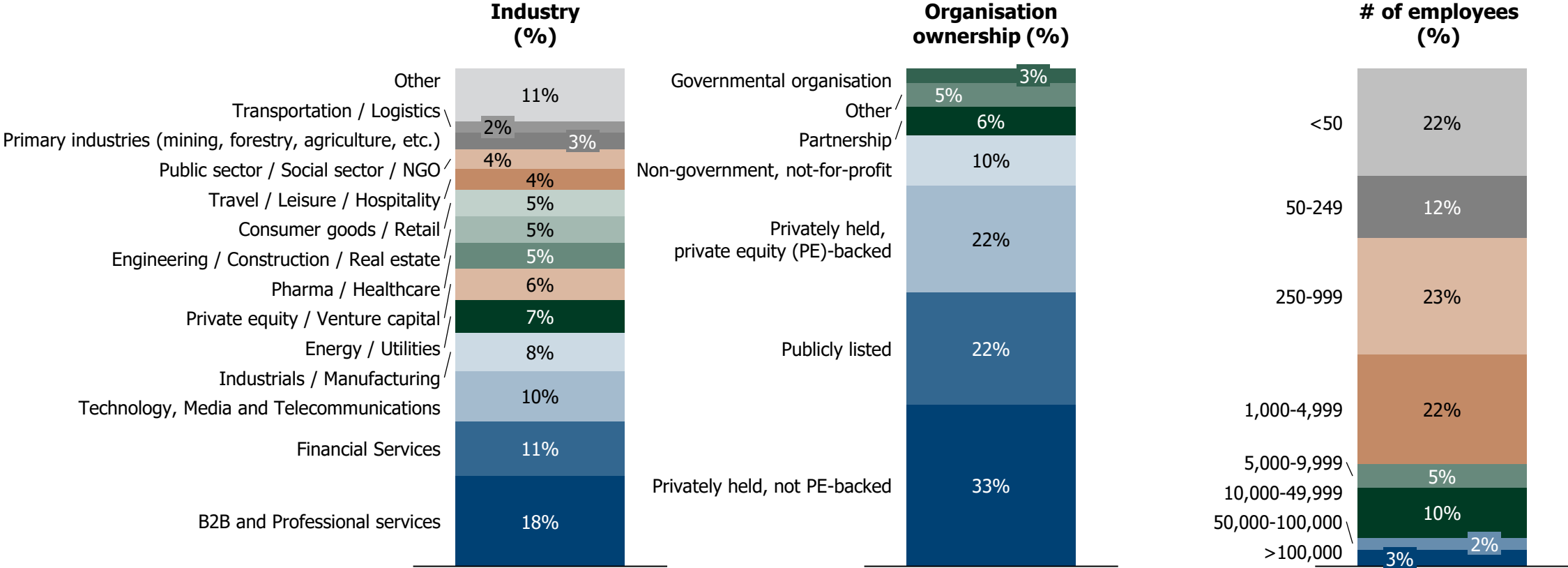
Ways of Working

Appendix: sample details



Survey sample information [1 of 2]

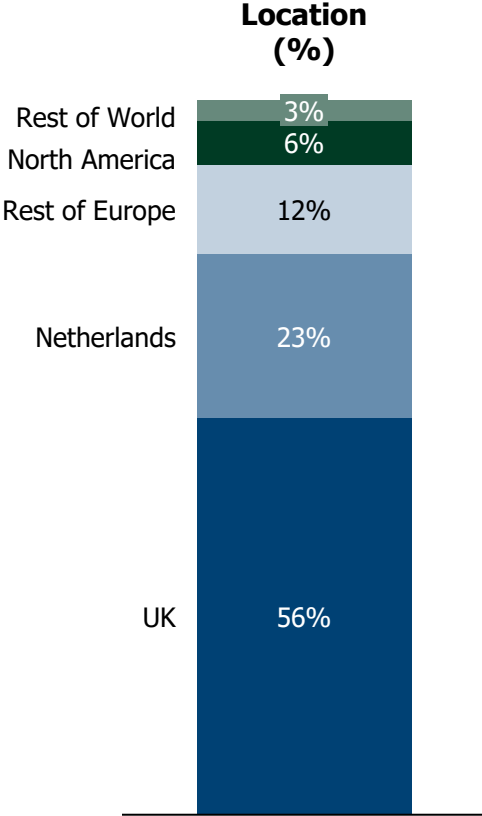
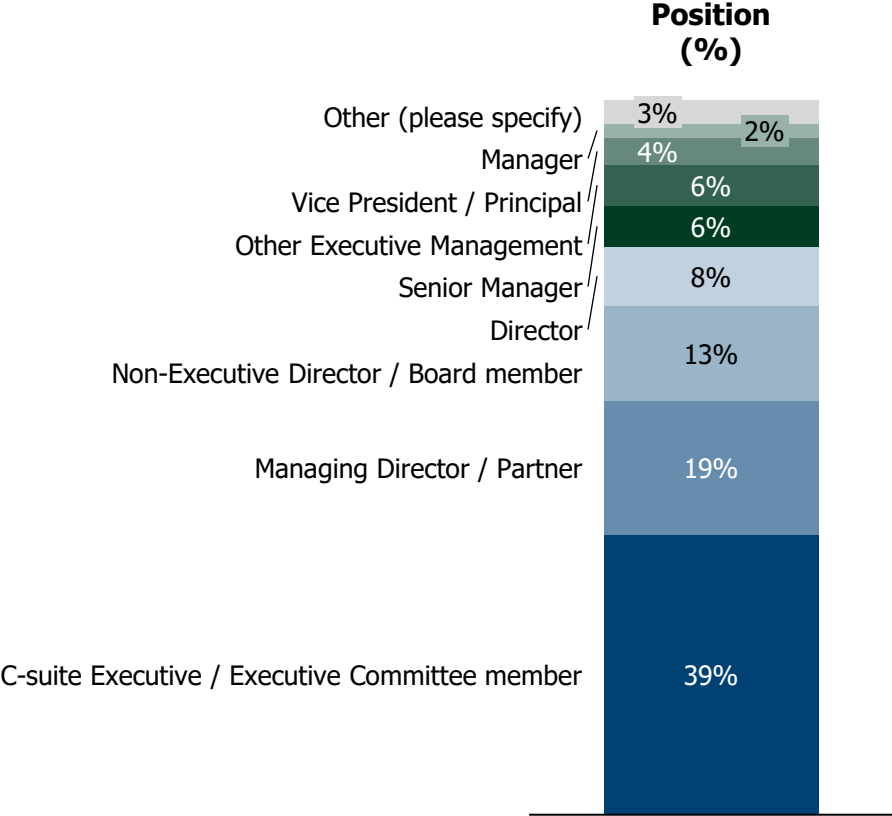
KEY FACTS ABOUT THE SAMPLE SURVEY RESPONDENTS' ORGANISATIONS



n: 209 (those who answered Q6 - How pessimistic or optimistic are you about the global economic outlook over the next 1-2 years?)
 Source: Eden McCallum Business Outlook Survey Q2 '24: Q1 - What industry is your company / organisation in? ; Q4 - How would you best describe your organisation? Please select one.. ; Q2 - How many people does your company / organisation employ in total?

Survey sample information [2 of 2]

KEY FACTS ABOUT THE SAMPLE SURVEY RESPONDENTS



n: 209 (those who answered Q6 - How pessimistic or optimistic are you about the global economic outlook over the next 1-2 years?)
 Source: Eden McCallum Business Outlook Survey Q2 '24: Q5 - Which of the following best describes your role within your organisation?; Q3 - In which country do you live?