

Press release

September 17, 2020

Leading Transformation Report 2020

Current insight – How Covid-19 has shaped Swiss businesses

In the 'Leading Transformation Report 2020', published today, Swiss leaders assess their performance in handling the acute phase of the Covid 19 crisis as effective. Six out of ten leaders state that their team has emerged stronger from the crisis. Furthermore, the crisis has brought three issues into direct focus: digitalisation, new customer acquisition and customer-centricity. The urgency to respond to these issues is high. Several factors are necessary to efficiently move forward.

Open mindset to identify opportunities

Swiss leaders evaluate their own management during the acute phase of the Covid-19 crisis as positive. In the longer term, they view the adaptation of the internal organisation and culture as the top challenge.

- Gebi Küng, owner of Küng Strategy Consulting, says: "An open mindset allows for a clear perspective to identify what is truly crucial, and how to work efficiently with available resources". To this end, he says, it is necessary for the organisation and the culture to be based on and promote openness.
- Cornelia Tänzler from Boyden also sees opportunity in these uncertain times: "Good managers have the opportunity not only to react, but to find new solutions and competitive advantages. A positive working environment can be created where new things are constantly being learned, where belonging is valued and where imagination is encouraged".

Digitalisation as a bridge between stakeholders

More than 70% of business leaders say that they want to push digitalisation further in order to bridge the distance between location-independent teams and customers.

- "Data-driven business innovation and digitalisation offer enormous potential. And reducing costs while being innovative will remain a challenge in the future," says Claudia Conrads of Information Factory. Digitalisation, however, will help bridge the gap between strategic intentions and their implementation.

Customer focus for increased relevance

Almost every second manager experienced a change in the behaviour of their customers during the crisis. Around a third of companies responded by developing new services and products. In addition, more than half of the managers stated that they would include customer needs in strategic decisions next year.

- Charlotta Falk, Senior Creative Consultant and member of the management team at Futureworks, is pleased that companies are focusing on customer-centricity and recognizing how crucial it is to react appropriately to changes in customer behaviour: "In order to be and remain relevant to your customers, it is important to truly understand their needs over time. In this way, companies can also reach new customer groups more efficiently – and ultimately remain resilient as a company".

About the report

The 'Leading Transformation Report 2020' is based on an online survey conducted in the summer of 2020, in which 428 Swiss respondents from various industries participated. Four companies are behind the report: [Boydin Executive Search](#), [Futureworks](#), [Information Factory](#) and [Küng Strategy Consulting](#).

Appendix

- Leading Transformation Report 2020
- Executive Summary

For further information

Charlotta Falk, Senior Creative Consultant at Futureworks, charlotta.falk@futureworks.ch