

PRICE BAILEY PRESENTS
INSIDE THE MINDS
OF BUSINESS LEADERS
2019

Comparing the 'Inside the Minds of Business Leaders' research (ITM) with
Bishop's Stortford Means Business (BSMB) responses

ITM research - who we spoke to

Methodology

Telephone interviews

Audience profile

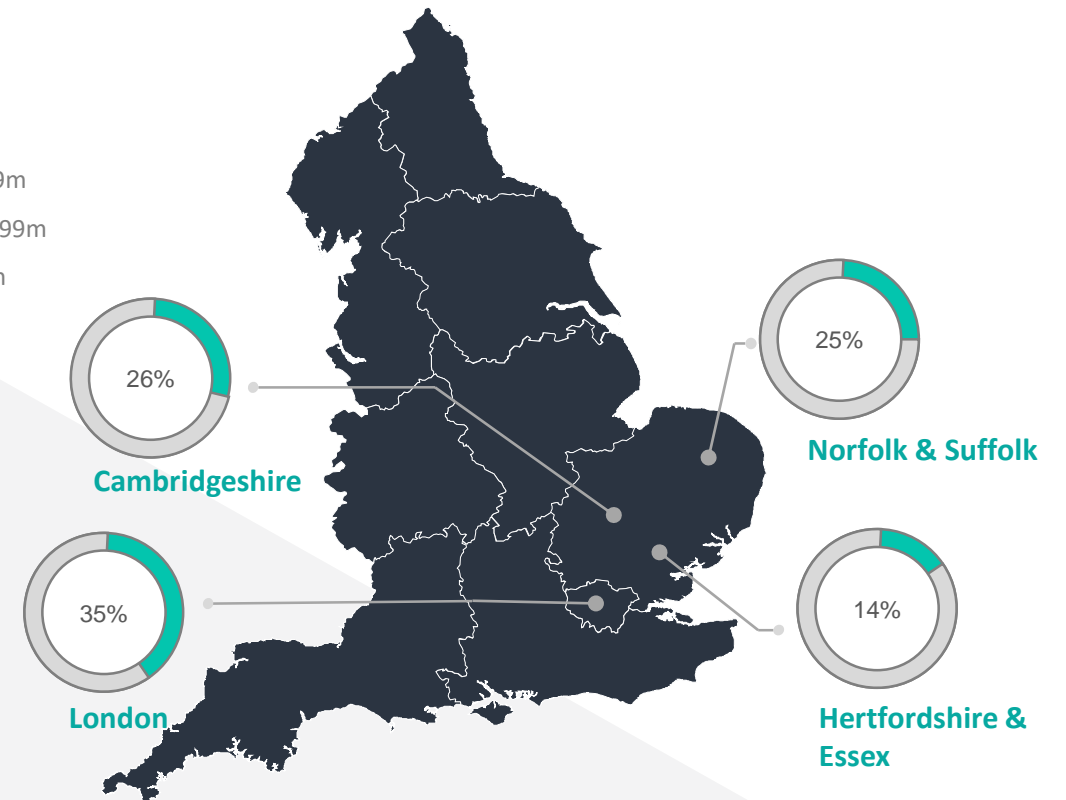
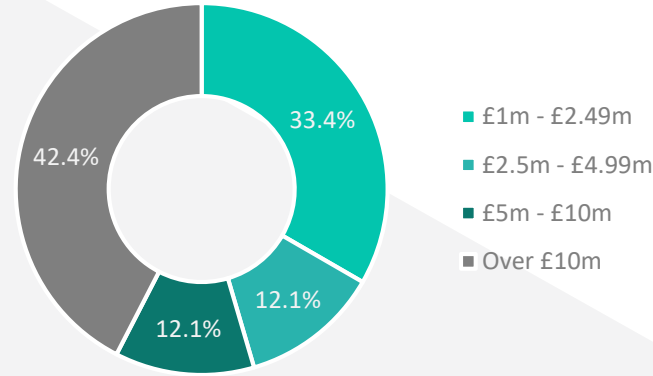
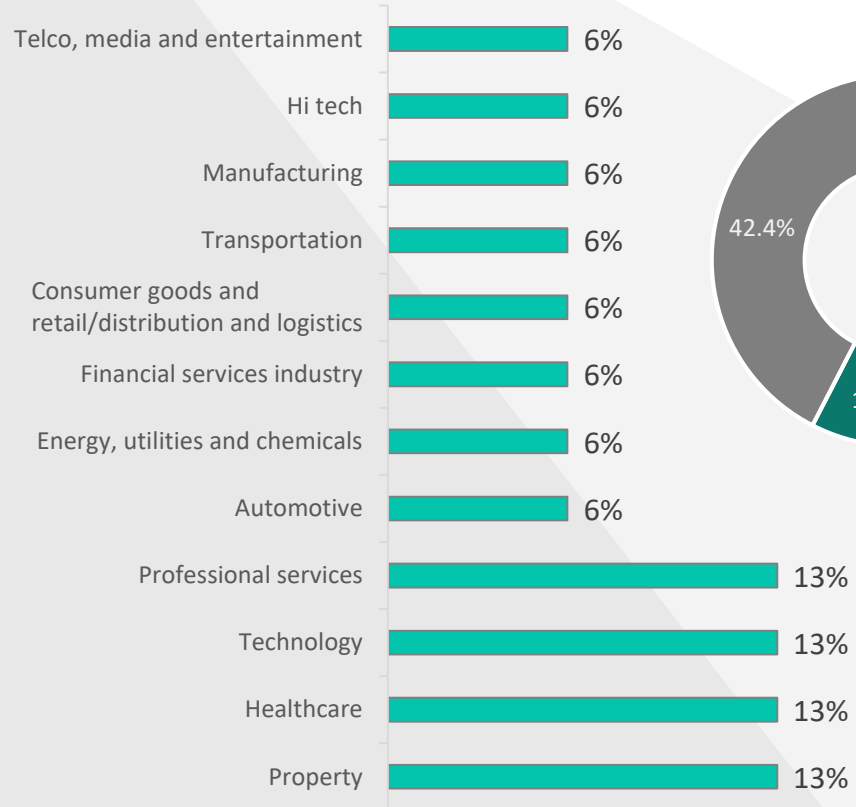
Lead decision makers involved in or responsible for decisions to do with the future direction and strategy of their business

Number of respondents

400

Fieldwork dates

Dec 2018 – Jan 2019



BSMB - who we spoke to

Methodology

Face to face

Audience profile

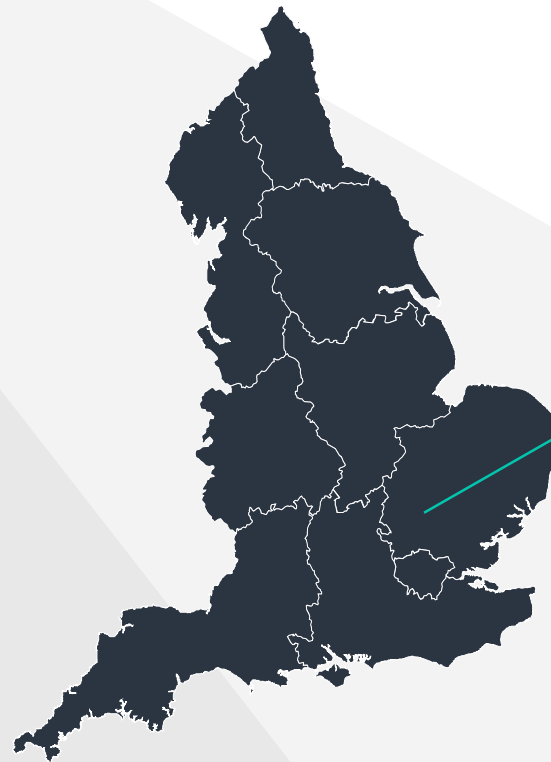
Delegates at Bishop's Stortford Means Business

Number of respondents

40

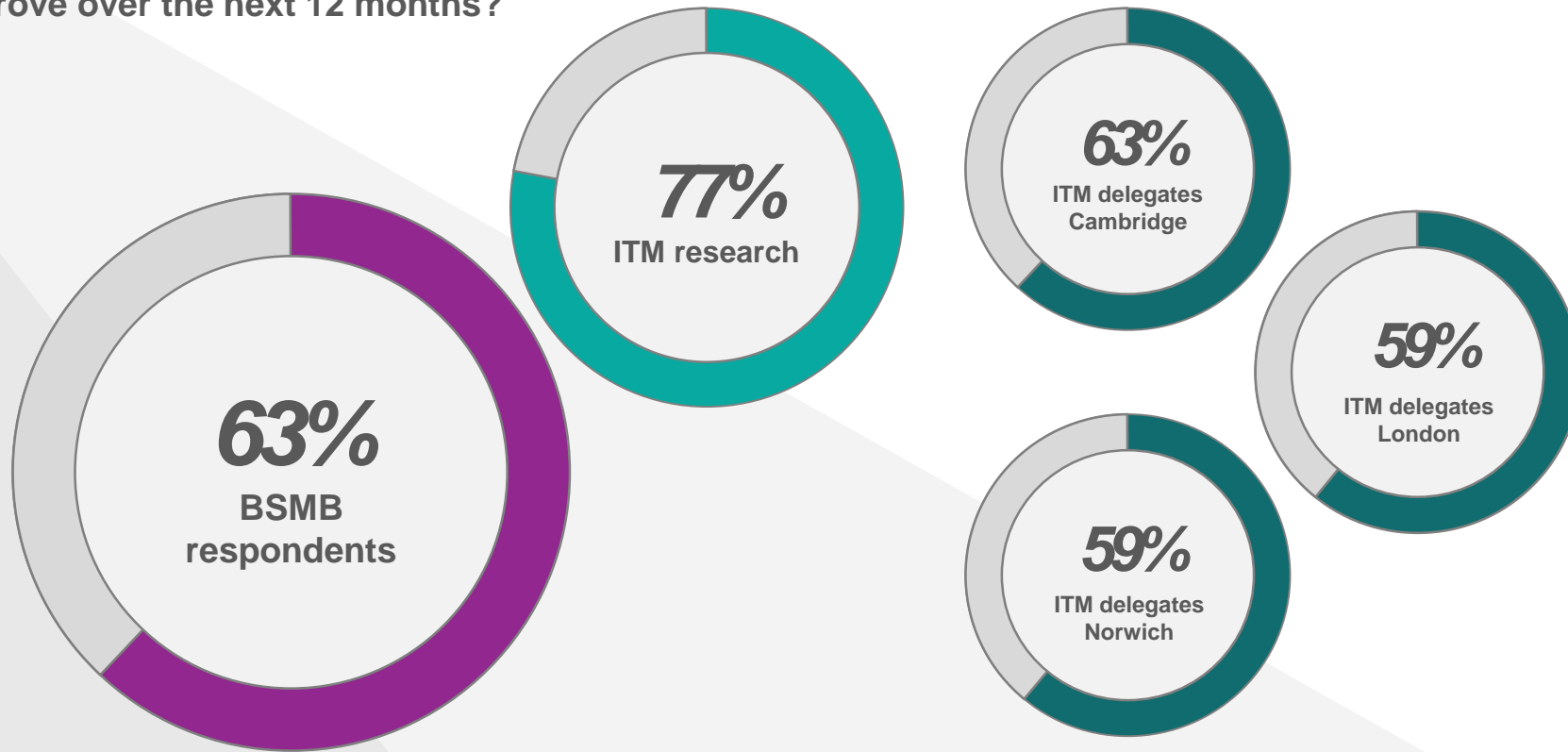
Fieldwork dates

16 October 2019



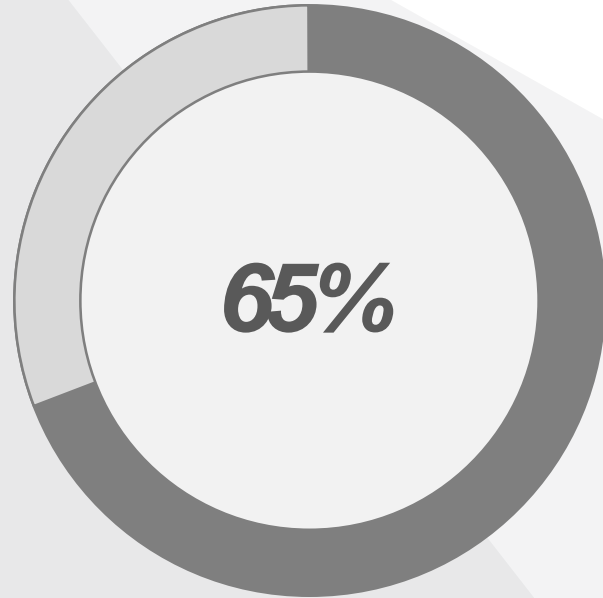
Future growth

Do you think that the financial position of your company will improve over the next 12 months?

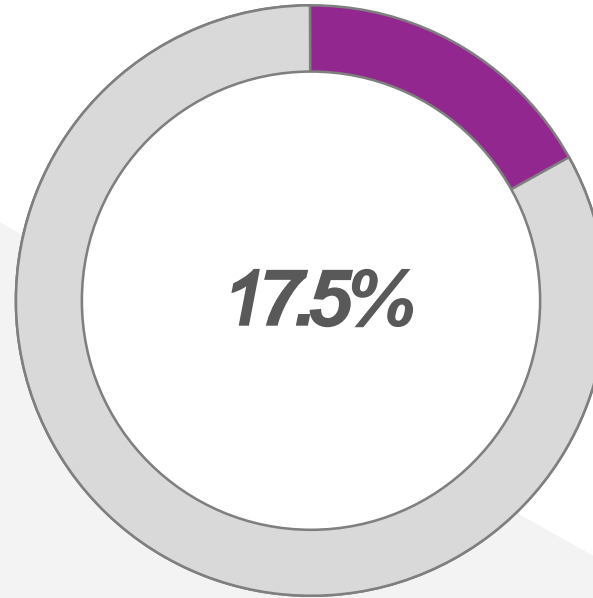


Source: Survey carried out at BSMB compared with ITM research 2019 and delegates at the ITM events in Cambridge, London and Norwich. ITM report available to download at www.pricebailey.co.uk/leaders.

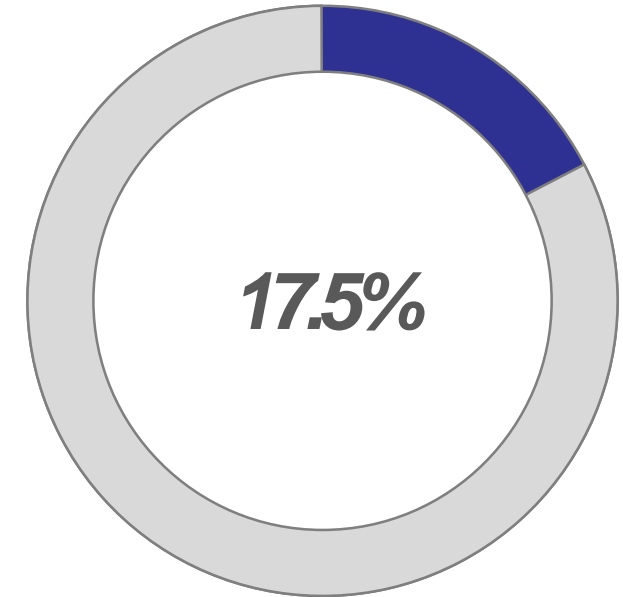
Future expansion through export



Businesses that won't export



Think they'll be export more



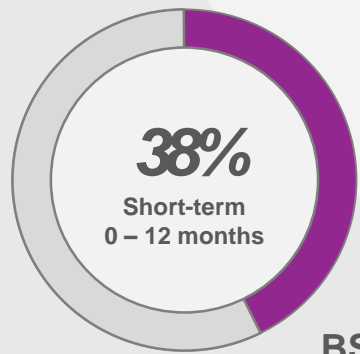
Think they'll be export less

Bishop's Stortford Means Business respondents are split on whether they will export more or less in the future.

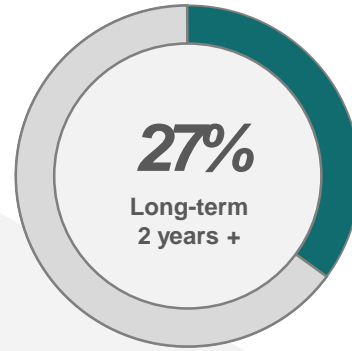
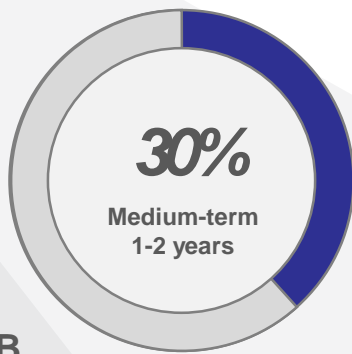
Source: Survey carried out at BSMB

Business planning

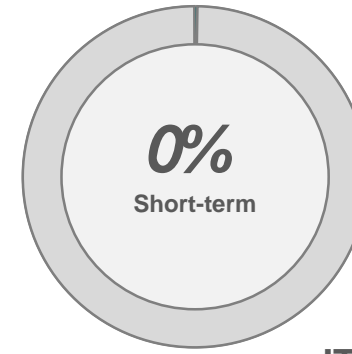
Research shows that we have reached the end of the 3 - 5 year business plan and more business are opting for medium-term or even short term plans.



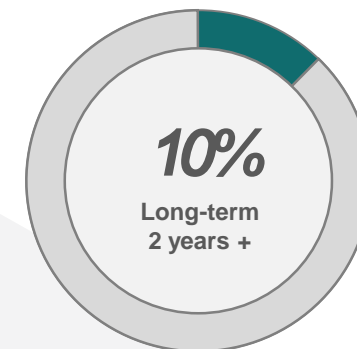
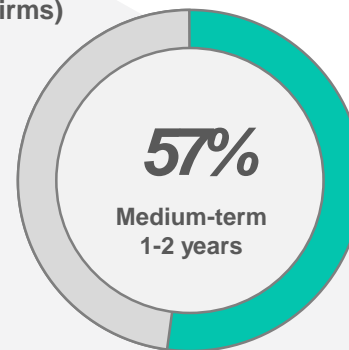
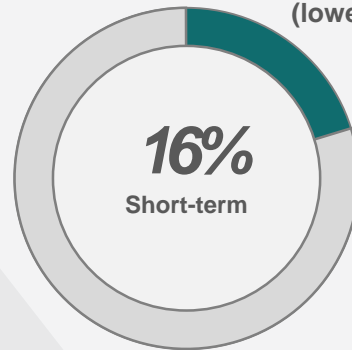
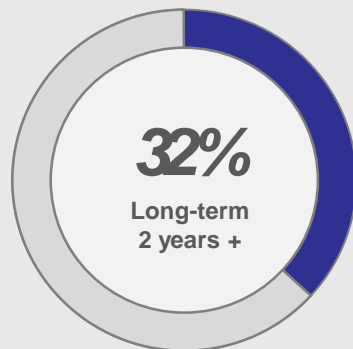
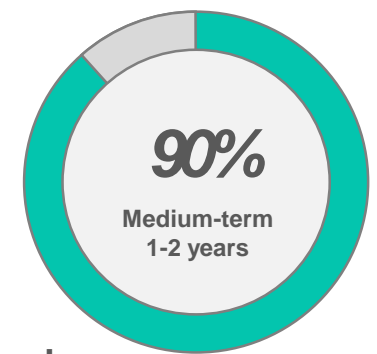
BSMB respondents



ITM research (lower growth firms)



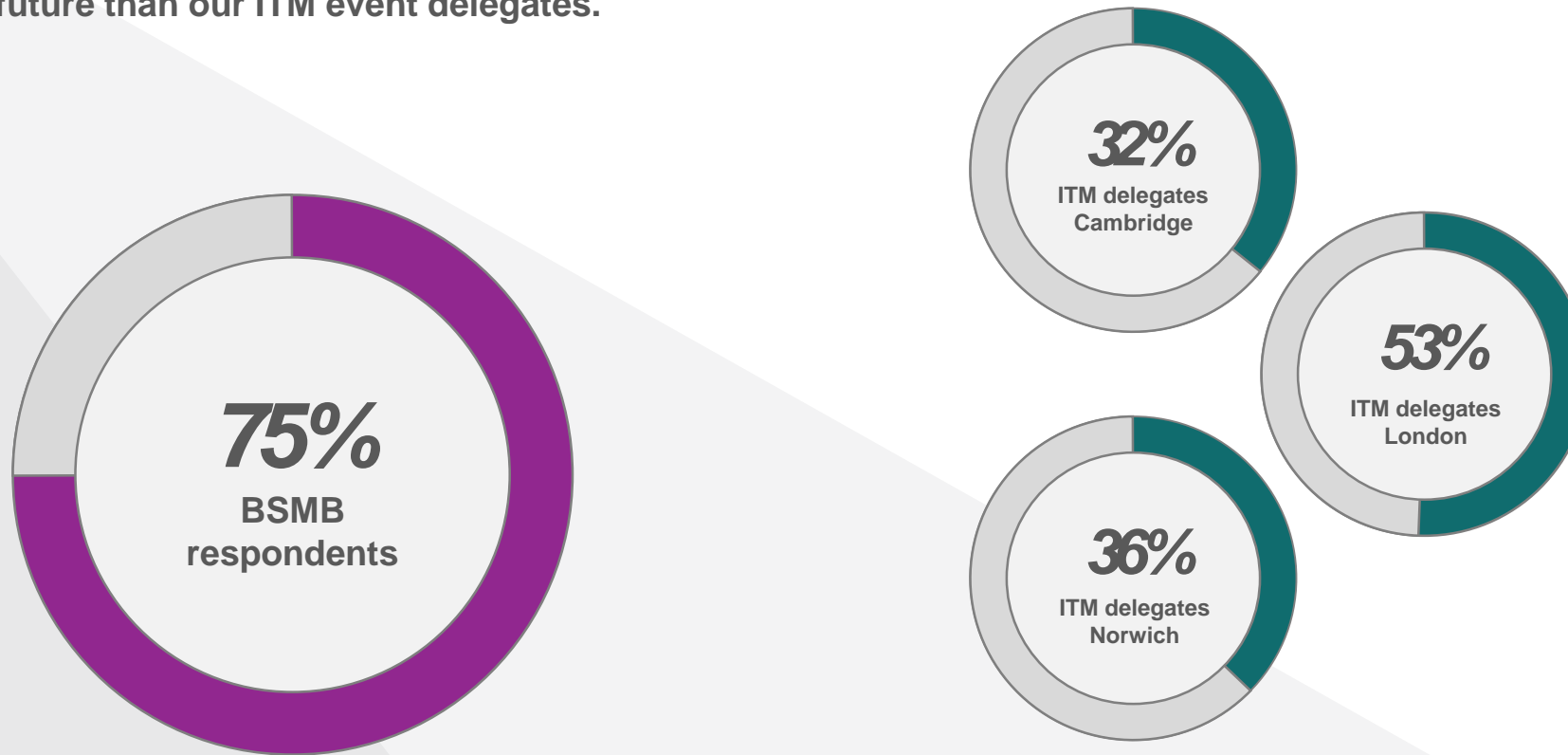
ITM research (higher growth firms)



Source: Survey carried out at BSMB compared with ITM research 2019. ITM report available to download at www.pricebailey.co.uk/leaders.

The future

Bishop's Stortford Means Business respondents are more optimistic for the future than our ITM event delegates.



Source: Survey carried out at BSMB compared with the delegates at the ITM events in Cambridge, London and Norwich. ITM report available to download at www.pricebailey.co.uk/leaders.

Share the research

Your connections can also download a copy of the full ITM research from pricebailey.co.uk/leaders

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