

# Navigator Made for the Future

HSBC Navigator gauges business sentiment and expectations from decision-makers across the globe. Research that surveyed over 2,500 businesses was conducted by Kantar for HSBC in May 2019. Navigator helps businesses capitalise on new opportunities and make informed decisions by understanding the views and actions of peer companies.

## What are businesses like yours doing to be Made for the Future?

We have found that embracing and investing in new technologies to improve productivity, customer experience and product or service quality are high on your agenda. The top technologies embraced by businesses are:



A.I.



The Internet of Things



Wearables



Facial / Image Recognition



Our Made for the Future research found businesses who are most optimistic about their future and with the most ambitious growth strategies, are placing equal emphasis on investing in emerging technologies, and their people.

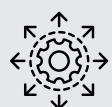
## Ambitious businesses see both technology and people as drivers of growth

Whereas investing in technology was once seen as purely a functional investment that was used in isolation to help you to do business in an efficient and cost-effective way. Now, businesses are recognising that investing well in technology helps your people – whether it's getting closer to your customer to having a more productive workforce or improved well-being for your people – investing in both technology and people support your business growth.



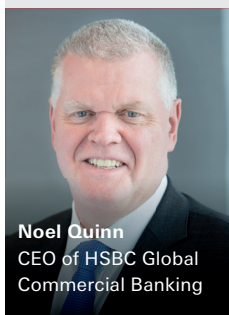
65%

of businesses are investing more in people, workforce, management and culture



55%

of businesses are investing more in technology and innovation



Business needs people to be highly trained and highly engaged – to be healthy and happy in their jobs – or they'll take their skills elsewhere. Well-being and sustainability are becoming watchwords for business success.

Many fellow decision makers say they are struggling to upskill, invest and recruit top talent. So, A happy, productive and tech-enabled workforce is more important than ever.

And as they seek to become more customer-centric and to boost productivity, the majority (55%) is planning to boost investment in innovation and tech

How can you recruit and retain the best talent to future-proof your business? This is what your peers are saying:

60%

will introduce or increase flexible working practices

52%

will boost spending on skills training

43%

will increase spending on employee well-being

34%

will invest in plants or equipment

29%

will invest in 'bricks and mortar' premises

24%

will use sustainability to help them to recruit top talent

By upskilling your people and enhancing their well-being, the end goal for businesses to become more efficient, more customer-centric and sustainable. Striking the balance between technology and people could be the key to your business being Made for the Future.