

HSBC Navigator: Building back better report

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What makes a business resilient?

Businesses like yours may be facing their biggest challenge in a generation. But while our Navigator Resilience survey shows that 98 per cent have been affected by the crisis, 65 per cent were strong and agile enough to be stable. The research also shows a common understanding across companies of all sizes and sectors of the building blocks of resilience.

1. Resilience is about pulling through by pulling together. The last six months have brought businesses closer to customers, employees, and strategic and supply chain partners.
2. An agile business is a resilient business. And agility comes from a collaborative, people-first culture. Nearly 7 in 10 businesses expect to work more flexibly in the next two years.
3. Technology helps to create that culture and grow the company. Seventy-one per cent of resilient businesses are investing in technology and innovation.
4. Sustainability is a high priority today and vital for growth tomorrow. Nine in 10 businesses see an opportunity to build better environmental foundations.
5. Resilience is about using closer relationships with suppliers to build a transparent supply chain – and control it better. Sixty-seven per cent of businesses want a more secure supply chain. Businesses that apply these strategies may be more resilient to crises and ready to grasp opportunities for long-term growth.

Will yours be one of them?

Navigator – real insights from real businesses

HSBC's Navigator surveyed more than 2,600 business decision-makers in 14 markets. Research by Kantar for HSBC, May 2020.

HSBC – Together we thrive.