



Listening to New Executive Feedback

New Executive Survey 2021-22

06-07-22



Purpose of Today's Presentation

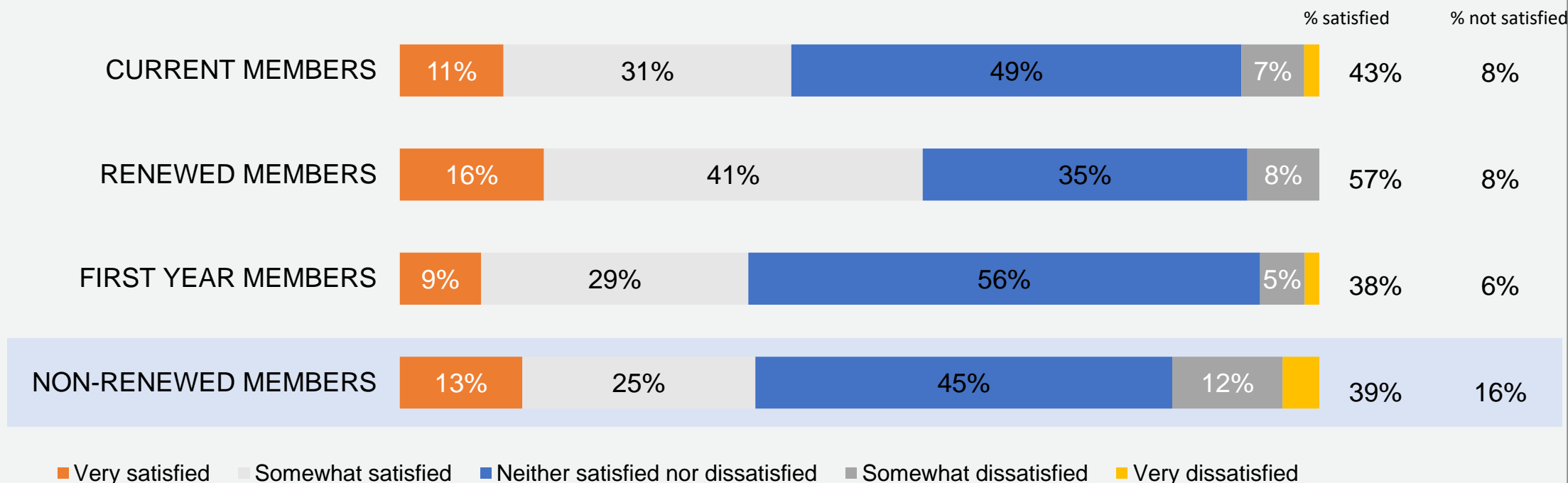
- To review the high level findings from the 2021-22 Survey of New Executives.

SURVEY METHODOLOGY

- The survey was conducted by the market research firm ABACUS.
- 425 new executives participated (First Year Members; Second Year Members; Second Year Executives who chose not to renew their membership.
- The online survey was completed from February 21st to 27th March, 2022.

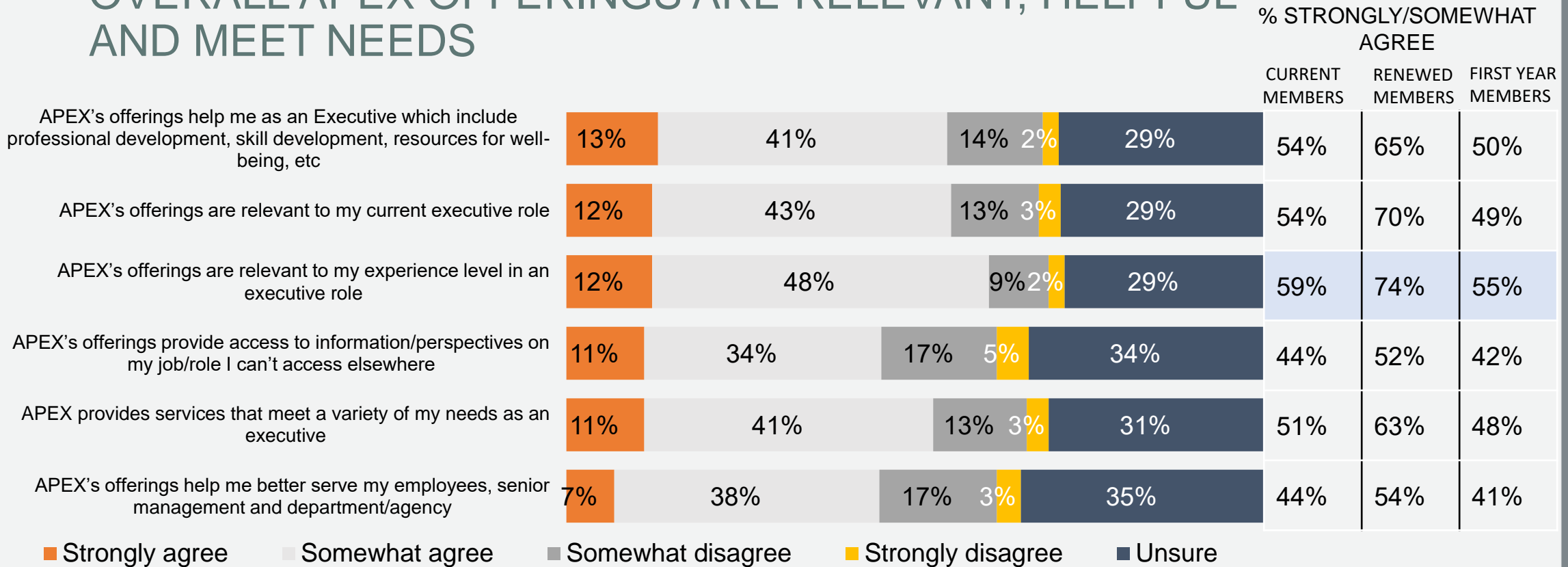
FAMILIARITY AND SATISFACTION WITH APEX SERVICES

JUST UNDER HALF OF CURRENT MEMBERS ARE SATISFIED WITH APEX



Renewed members are most likely to be satisfied

OVERALL APEX OFFERINGS ARE RELEVANT, HELPFUL AND MEET NEEDS



Current members are most likely to agree that APEX offerings are relevant to their experience level in an executive role.

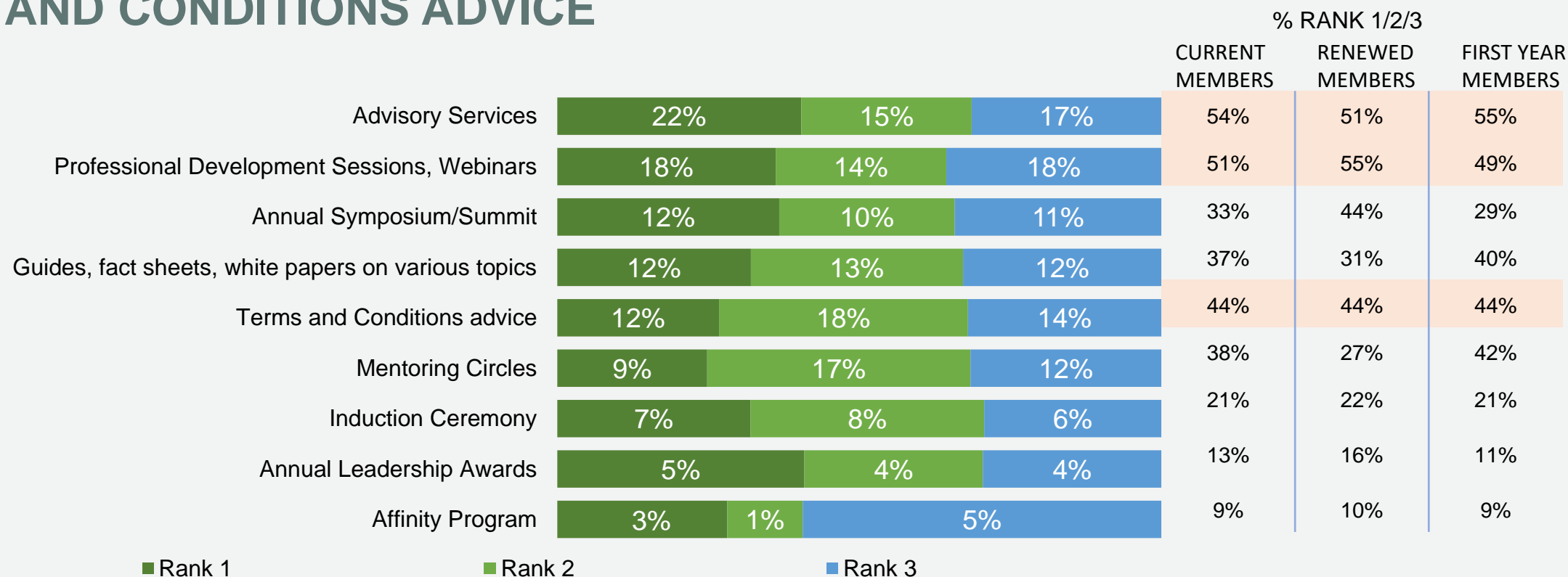
Do you agree or disagree with the following statements?

**CURRENT MEMBERS

ABACUS DATA



TOP APEX OFFERINGS FOR NEW EXECUTIVES ARE ADVISORY SERVICES, PROFESSIONAL DEVELOPMENT SERVICES AND TERMS AND CONDITIONS ADVICE



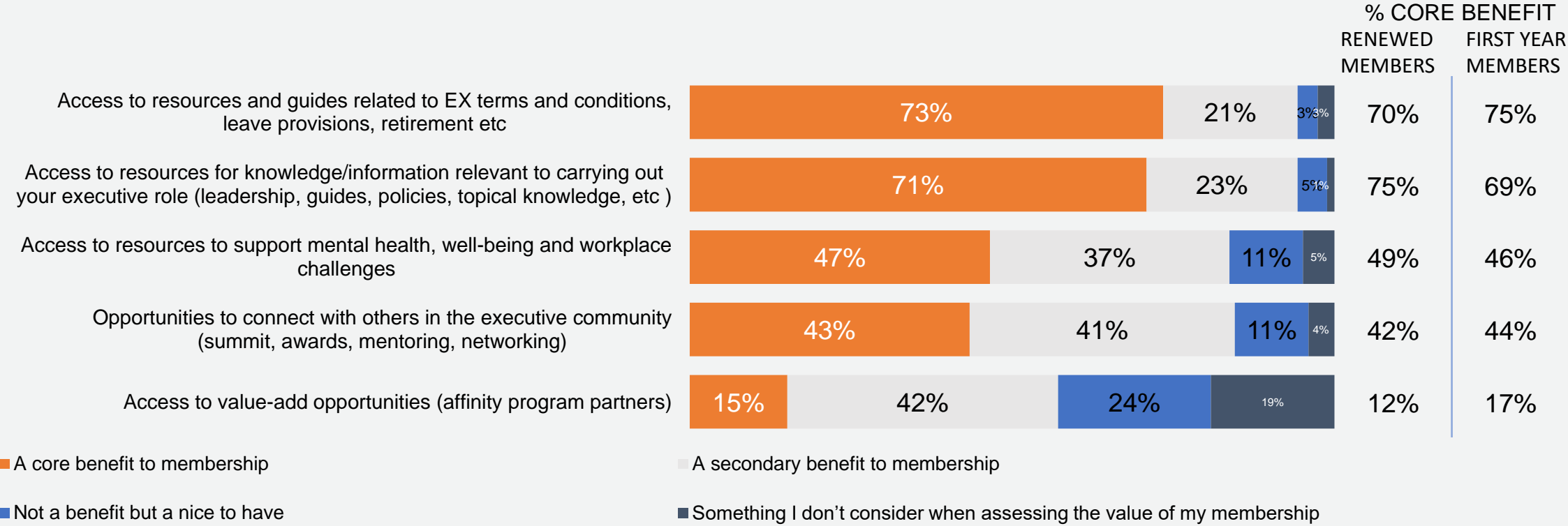
Ranking the services and products offered by APEX the three most commonly in the top 3 rank are: Confidential advisory services (54% top 3 rank), Professional Development Sessions and Webinars (51%), Customized advice on EX Terms and Conditions (44%).

From the same list, please rank the services and products from most helpful/informative to least helpful/informative. The most helpful/informative service should be at the top (1) of the list, and the least helpful/informative at the bottom (9).

ABACUS DATA

APEX MEMBER VALUE AND RENEWAL

IF CURRENT MEMBERS CONSIDER FOLLOWING ASPECTS TO BE A BENEFIT TO APEX MEMBERSHIP



Access to resources and guides related to the EX terms and conditions, leave provisions, retirement, etc. and Access to resources for knowledge/information relevant to carrying out their role are considered **core benefits** to membership.

Are the following aspects something you consider to be...
**CURRENT MEMBERS

Thank you

