

## Listening to New Executive Feedback

New Executive Survey 2021-22

#### Purpose of Today's Presentation

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

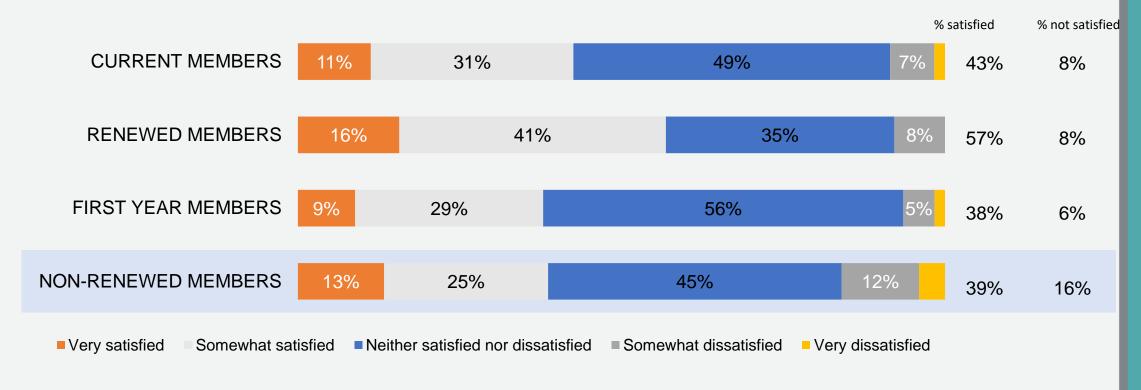
#### **SURVEY METHODOLOGY**

- 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 21<sup>st</sup> to 27<sup>th</sup> 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

% STRONGLY/SOMEWHAT AGREE

CURRENT RENEWED FIRST YEAR

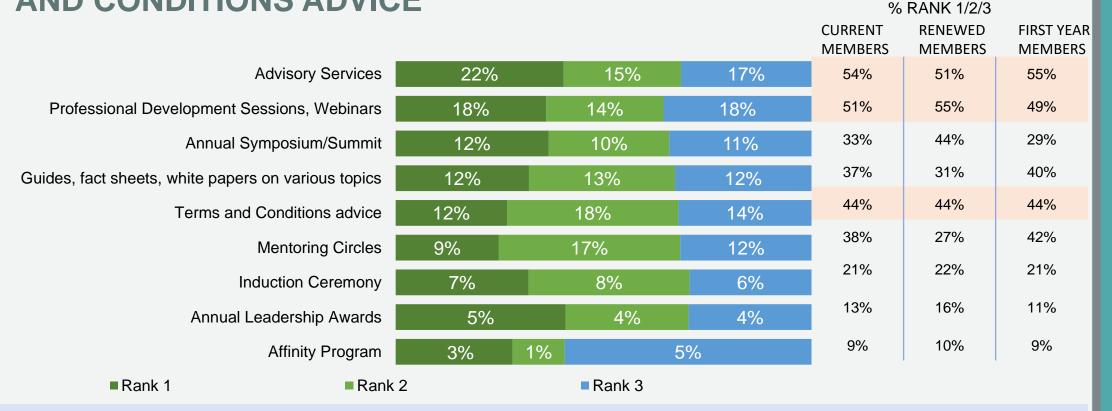
ADEX() (6 : 1   1   5   1   1   1   1   1   1   1					MEMBERS	MEMBERS	MEMBERS
APEX's offerings help me as an Executive which include professional development, skill development, resources for well-being, etc	13%	41%	14% 2 <mark>%</mark>	29%	54%	65%	50%
APEX's offerings are relevant to my current executive role	12%	43%	13% 3 <mark>%</mark>	29%	54%	70%	49%
APEX's offerings are relevant to my experience level in an executive role	12%	48%	9%2 <mark>%</mark>	29%	59%	74%	55%
APEX's offerings provide access to information/perspectives on my job/role I can't access elsewhere	11%	34%	17% 5 <mark>%</mark>	34%	44%	52%	42%
APEX provides services that meet a variety of my needs as an executive	11%	41%	13% 3 <mark>%</mark>	31%	51%	63%	48%
APEX's offerings help me better serve my employees, senior management and department/agency	7%	38%	17% 3 <mark>%</mark>	35%	44%	54%	41%
■ Strongly agree ■ Somewhat agree ■	Somewha	t disagree S	trongly disagree	■ Unsure			



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



## TOP APEX OFFERINGS FOR NEW EXECUTIVES ARE ADVISORY SERVICES, PROFESSIONAL DEVELOPMENT SERVICES AND TERMS AND CONDITIONS ADVICE 96 RANK 1/2/3



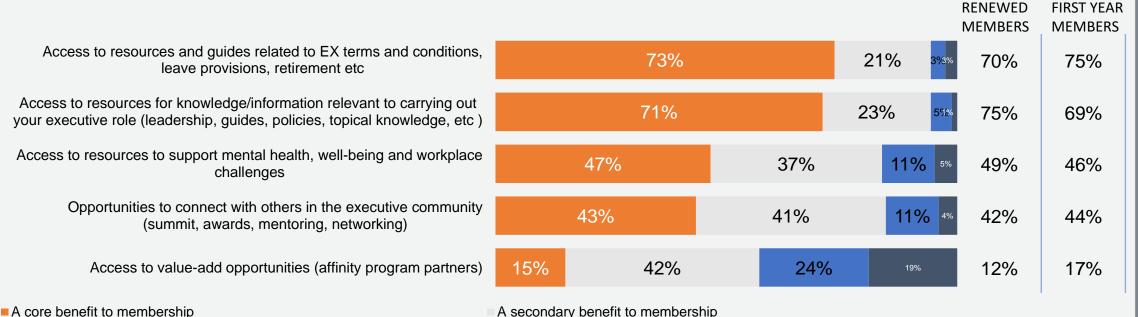
Ranking the services and products offered by APEX the three most commonly in the top 3 rank are: Confidential advisory services (54% top 3 rank), Professional Development Sessions and Webinars (51%), Customized advice on EX Terms and Conditions (44%).

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).



# APEX MEMBER VALUE AND RENEWAL

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





- A core benefit to membership
- Not a benefit but a nice to have

- Something I don't consider when assessing the value of my 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.



% CORE BENEFIT

Are the following aspects something you consider to be...

\*\*CURRENT MEMBERS

### Thank you



