



Dear Madam, Sir,

Please take approximately 5 minutes to read and answer the questions.

Section A: Organisational details

A1. 1) Name of the organisation concerned

A2. 2) Field of operation

manufacturing ☐

retail ☐

service ☐

other commercial activity ☐

public sector ☐

non-profit sector ☐

A3. 3) Year of foundation of your organization in your country

A4. 4) County/region where your company/organization is headquartered in your country



A5. 5) Job position of the respondent

Please specify "Other"

Owner ☐

Manager ☐

Employer ☐

Other ☐

Other

A6. 6) Contact information

if you would like to receive the final report of the survey, please enter your email address here

A7. 7) Have you already used external consultancy services?

IF NOT, PLEASE CONTINUE WITH QUESTION 16 IN SECTION C

Yes ☐

No ☐

Section B: You have already used external consulting services

B1. 8) If so, how many times?

once ☐

sometimes ☐

regularly ☐

B2. 9) In which field did you use external consulting services?

Multiple answers can be given

Strategy ☐

Operations (manufacturing and service) ☐

Marketing and Sales ☐

Finance and Risk management ☐

People and Change (HR and Change management) ☐

ICT ☐



Other (recruitment, selection, training, etc..) ☐

B3. 10) Please rate the following statements on a scale of 1-5! 1 = not at all true, 5 = completely true

	1	2	3	4	5
Consultants with special knowledge can support the organizations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is easy to find a good management consultant in your country	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are many consulting companies in your country but it is not easy to find the right consultant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We seek advisors to reduce the uncertainty generated by the changing environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our organization does not need external expertise because we cannot anticipate its benefits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An external consultant can create value for our organization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The service we have used, produced quantifiable results for our organization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

B4. 11) How much does your company spend annually on external consultancy services?

spend nothing	<input type="checkbox"/>
Less than € 1000	<input type="checkbox"/>
€ 1.000 - 5.000	<input type="checkbox"/>
€ 5.001 - 10.000	<input type="checkbox"/>
€ 10.001 - 100.000	<input type="checkbox"/>
€ 100.001 - 500.000	<input type="checkbox"/>
More than €500.000	<input type="checkbox"/>



B5. 12) Please evaluate the following criteria of selecting a consultant on a scale of 1-5! where 1 = not at all important, 5 = very important

	1	2	3	4	5
Recommendation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Previous work experience with the advisor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reputaion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price of the service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Complexity of the serices offered by the consultant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Geographical proximity of the consulting firm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Size of the consulting firm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PR and the consultant's appearance on the social network	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

B6. Please specify „Other” answer above

B7. 13) Do you regularly cooperate with a particular external consultant?

Yes ☐

No ☐

B8. 14) What is your overall experience with external consultants?

BECAUSE YOU HAVE ALREADY USED AN EXTERNAL CONSULTING SERVICE, PLEASE CONTINUE QUESTION 17

I have rather positive experiences ☐

I rather have negative experiences ☐

I have mixed good and bad experiences ☐



Section C: You did not use any external consulting service

C1. 15) Is there any special reason why you did not used any external consulting service in any field so far? Please evaluate the following statements on a 1-5 scale, where 1 = completely disagree, 5 = completely agree

	1	2	3	4	5
Till now it was not necessary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We do not allow an outsider to have a look into the company matters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Occasional professional support would be needed in some areas, but we do not know an appropriate specialist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We do not need external consulting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

C2. Please specify "Other" answer above

C3. 16) Please rate the following statements on a 1-5 scale, where 1=not at all true 5=absolutely true

	1	2	3	4	5
Employing an external consultant is far too costly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We have our own staff for each department, so we do not need external expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
External consulting is too expensive for us	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The service provided by the consultant far exceeds the cost of such a service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



C4. Please specify "Other" answer above

Section D: Closing questions

D1. 17) In your opinion, what are the following reasons that will increase the use of external consultants over the next 12 to 24 months?

Multiple answers can be given

Digitization

☐

Comment

Robotization and Artificial Intelligence

☐

Comment

Significant legislative changes

☐

Comment

Significant change in economic growth

☐

Comment

Other

☐

Comment



D2. 18) Please rate on a 1-5 scale, how likely you are to use external consultancy at your organization in the future

1 = not at all likely, 5 = very likely

1	<input type="checkbox"/>
2	<input type="checkbox"/>
3	<input type="checkbox"/>
4	<input type="checkbox"/>
5	<input type="checkbox"/>

Thank you for your answers.