

# Flash Survey for Insights into M&A Scenario Planning

*What Strategies are Companies Exploring for a Post-COVID-19 World?*

## CHALLENGE

A consulting client wanted to understand how COVID-19 has impacted companies financially across industries, and how those companies anticipate it will define their M&A strategy planning.

The client quickly needed insights from M&A experts spanning different industries and professional levels in time to present at a fast-approaching board-level forum.

## THE GLG APPROACH

GLG designed and ran a flash survey of 154 M&A experts spanning C-suite executives, business unit/general managers, and VP/director equivalents. All respondents indicated active involvement in their organization's M&A strategy.

The survey was designed to give the client an understanding of how different industries are shaping their ongoing M&A strategy in preparation for a post-COVID-19 marketplace. The flash survey delivered 154 responses within three days.

## OUTCOME

The responses gave the client an understanding of how different industries are adapting their M&A strategies for a post-COVID-19 world. These insights were used for a presentation at a board-level forum and a published internal study on the impact of COVID-19 on corporate M&A.

## FEATURED PRODUCTS



GLG Surveys

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**GLG ran a flash survey of 154 M&A experts for a client to provide insights into how corporate M&A strategies will adapt to prepare for a post-COVID-19 marketplace.**

## Why GLG?

### Project Breadth

One flash survey with 154 respondents.

### Precise Targeting

GLG targeted senior experts with experience in M&A, spanning C-suite executives, business unit/general managers, and VP/director equivalents.

### Quick Turnaround

For faster results, the survey team worked with the client to design a shorter questionnaire to maximize insights. This flash survey provided 154 responses within three days.

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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