

A CASE STUDY

# Flash Survey – Adapting to a Crisis

*Surveying C-Suite Executives about Business Plans amid COVID-19*

## CHALLENGE

The client wanted to survey 150 C-suite executives within 48 hours about their plans for adapting their businesses amid the COVID-19 crisis. The client needed data ready for publication as quickly as possible considering the rapid development of the pandemic.

## THE GLG APPROACH

GLG reviewed the draft survey for compliant, effective, and fruitful questions. Within the client’s tight time frame, we quickly identified and surveyed 150 C-suite executives who worked at companies with more than \$250 million in revenue.

GLG delivered data collected from 150 C-suite executives within 30 hours. We then worked with our compliance team and the client to ensure the proper publication of the data under a tight deadline.

## OUTCOME

The client used the insights gleaned from 150 executive responses to inform its study. It published the data in a broader piece about responses to COVID-19 across businesses and industries.

## FEATURED PRODUCTS



GLG Surveys

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**The GLG team worked quickly to execute the client’s request in a timely fashion, delivering a survey of 150 C-suite individuals within 30 hours.**

## Why GLG?

### Quick and Quality Results

GLG delivered a survey of 150 C-suite-level individuals within a 30-hour time frame.

### Expert Network

GLG targeted C-suite executives at the scale the client needed by tapping our expert network of more than 900,000 professionals.

### Project Breadth

1 survey of 150 respondents

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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