



We are pleased to invite you to participate in the new **Creating People Advantage survey and be part of the largest and longest running global HR study** – a collaboration between the World Federation of People Management Associations (WFPMA) and the Boston Consulting Group (BCG):

- The **WFPMA** is a global network representing more than 660,000 people management professionals around the world. Its members are primarily the continental federations which consist of over 90 national human resource associations
- **BCG** is a global management consulting firm and leading in advising on business strategy as well as an acknowledged leader in human capital strategy consulting. BCG partners with leaders in business and society to tackle their most important challenges and capture their greatest opportunities

This study is one of the world's **most comprehensive and renowned publications** on people trends in organizations:

- It aims to assess which topics are the most urgent in terms of **improving HR departments' capabilities** around the globe; it provides **in-depth perspectives** as well as **best practices in key HR topics** to enable HR leaders to **drive future business success**
- The study has a unique track record allowing professionals to **compare data back to 2007**
- Publication is scheduled for **June 2021**

Your participation allows you to ...

- **Shape the discussion** and development of people management
- Get access to **webinar/webcast** on key findings and global trends in people management
- Receive a **free copy** of the final report
- Receive a **unique perspective on people management and the HR function worldwide** due to the broad sample size and link between HR activities and company performance
- Be inspired by content deep dives with **best practices and concrete recommendations** for action to improve people management around the world

We highly appreciate and thank you for your participation in this survey!