



2024 Business Decision Maker Survey

C-Suite and Executive Leaders on the
Megatrends Impacting Risk and People Issues

Explore Results →



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Introduction to the Business Decision Maker Survey

Across every industry and region, our clients are telling us that it's getting harder to make decisions for their businesses.

Our [2024 Client Trends Report](#), released in May, looked at how the volatility and complexity business decision makers face today is driven by a series of profound transitions, or “megatrends”, across Trade, Technology, Weather and Workforce.

With Aon's inaugural **Business Decision Maker Survey**, we now hear directly from C-suite and executive leaders across North America and Europe about how these megatrends are shaping their roles and the decisions they need to make to protect and grow their businesses.

The results confirm the importance of these megatrends to business decision makers, reveal their concerns about the pace of change and the ability of their businesses to respond to and identify the content and capabilities they need to address interconnected risk and people issues.

At Aon, we continue to go further, faster as a firm to help our clients make better decisions through actionable analytic insight, globally integrated Risk Capital and Human Capital expertise and locally relevant solutions. This focus is helping decisions makers take action today to address the complexity and volatility created by these megatrends.

Better Informed. Better Advised. Better Decisions.



Business Decision Maker Survey

Key Findings



72% of business decision makers **feel their businesses aren't moving fast enough to address risk and people issues.**



86% say **Trade, Technology, Weather and Workforce-related trends** are important to their businesses.



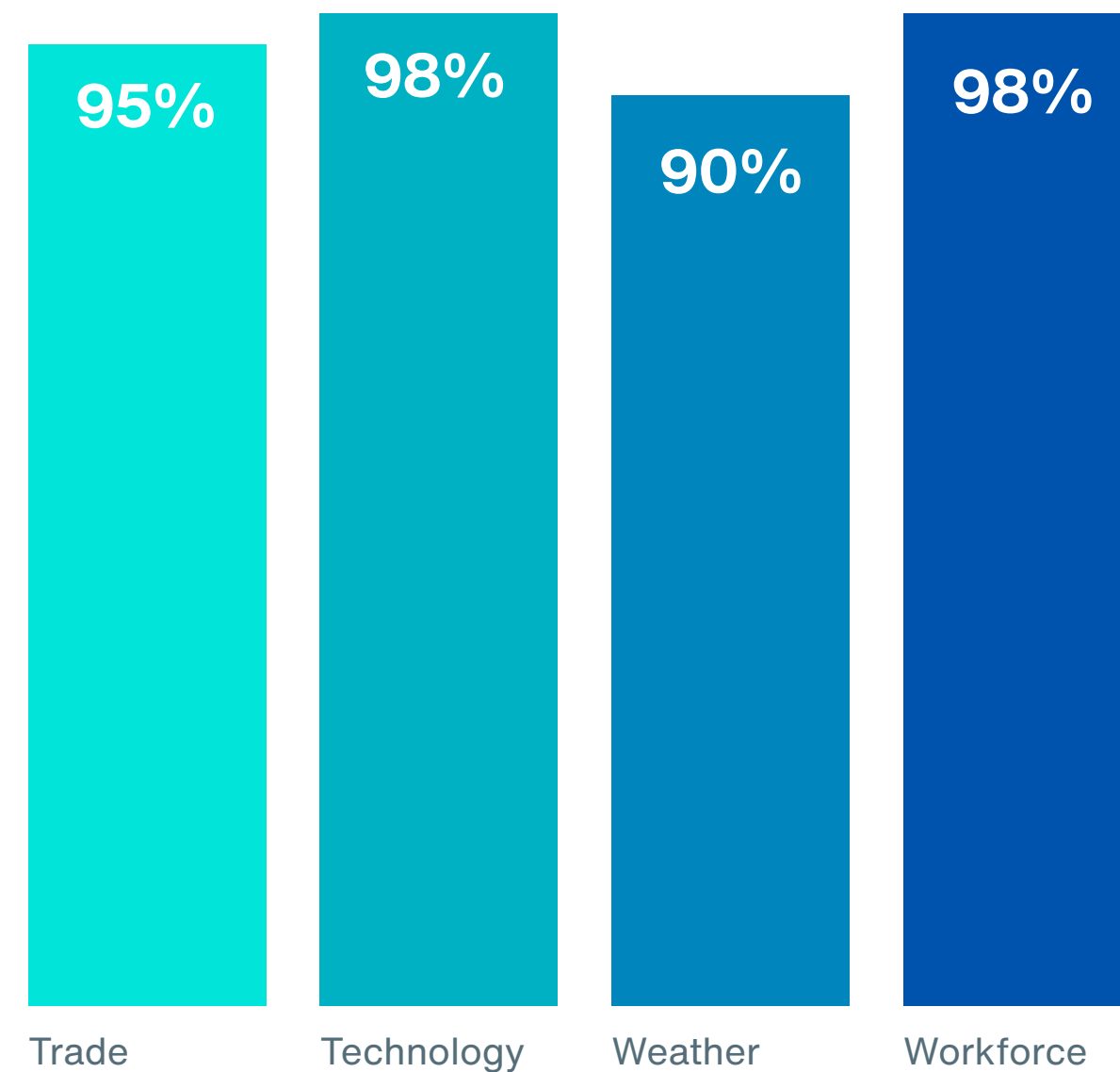
More confident decision makers find **access to comprehensive data and actionable analytics** critical to sizing and pricing risk and people issues.



Decision makers are increasingly concerned about **weather and climate risks**, but the majority are **slow to make significant investments.**

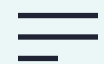
All Four Megatrends Important to Business Decision Makers

% important for their business to properly manage each risk.
(6-10 on a 10-point scale)



86%

feel that all four megatrends are important to their business.



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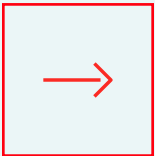
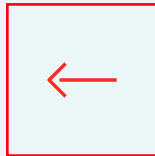
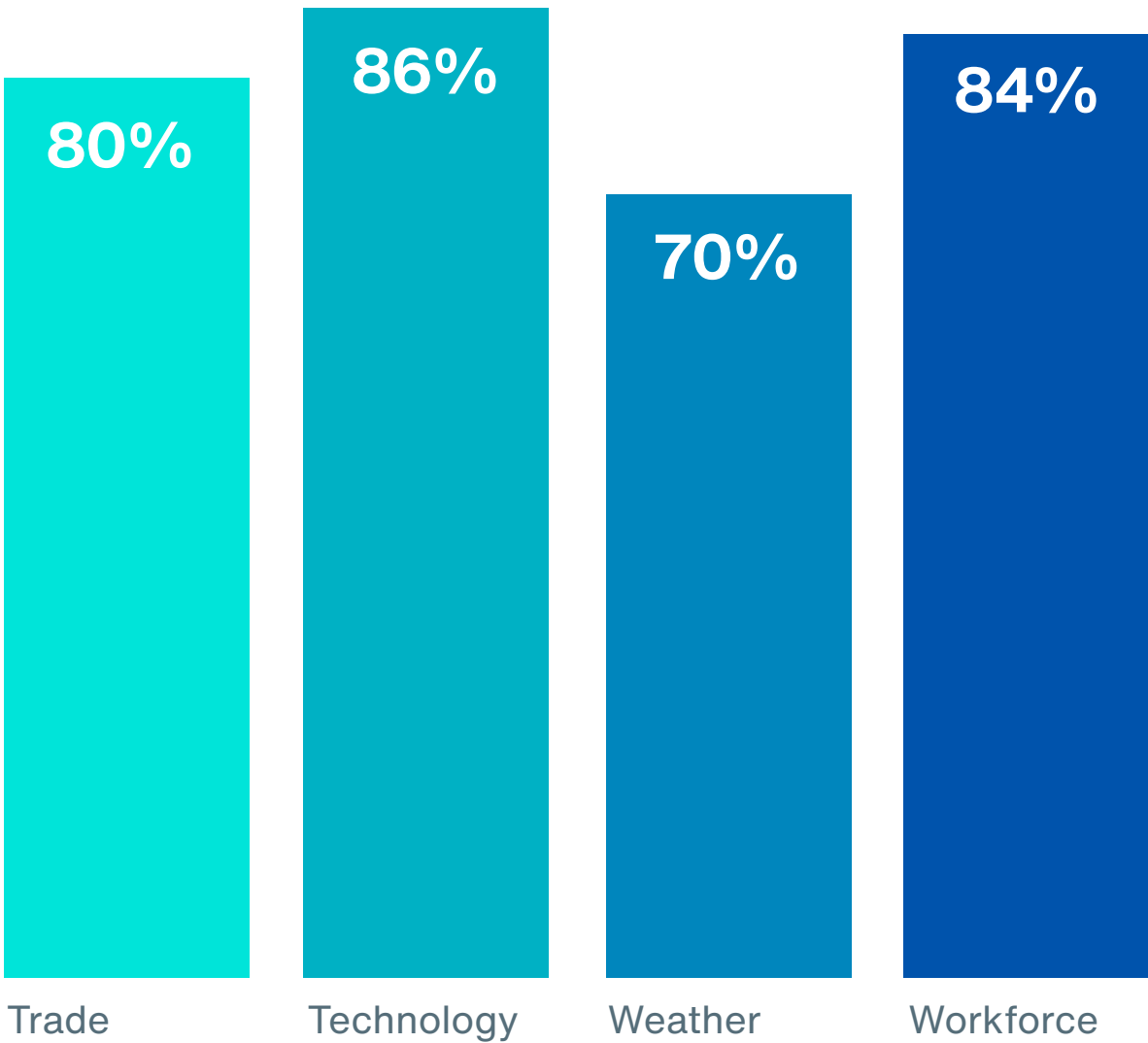


Urgency with Trade, Tech and Workforce with Weather Just Behind



Urgency with Trade, Tech and Workforce with Weather Just Behind

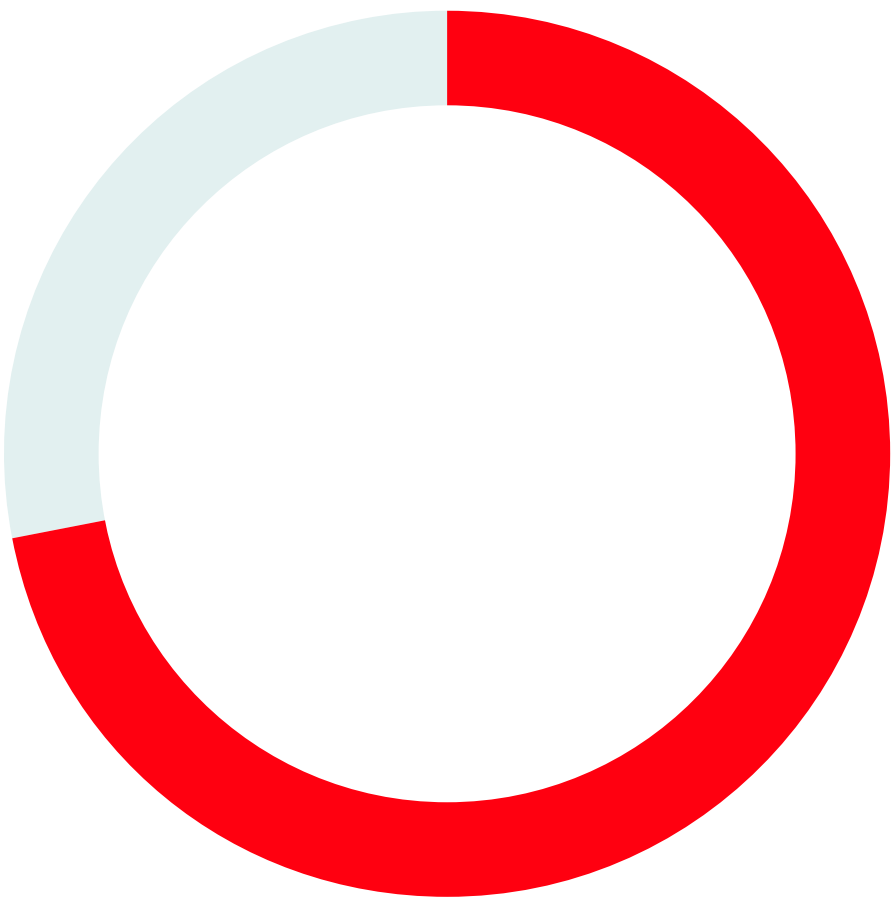
% extremely important for their business to properly manage each risk (8-10 on a 10-point scale)



Most Decision Makers Say Their Businesses Aren't Moving Fast Enough

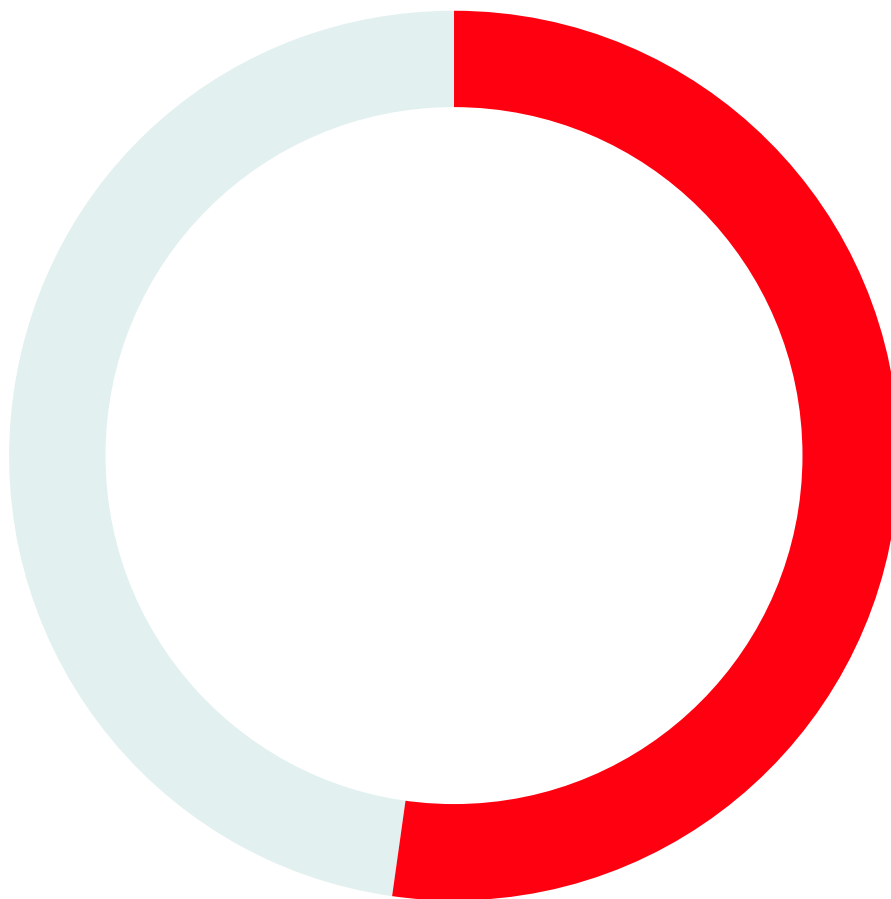
% say their business is not moving at the right speed to adapt to the megatrends.

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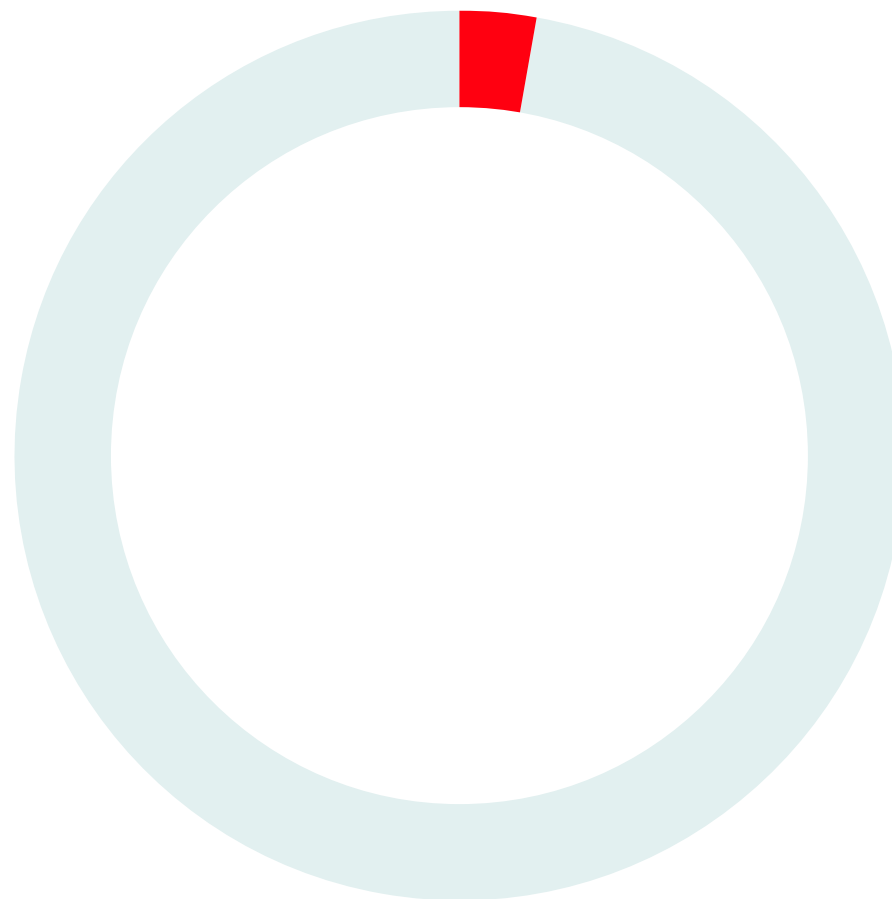
72%

One or more
megatrend



47%

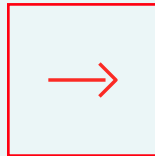
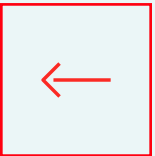
Two or more
megatrends



3%

All four
megatrends

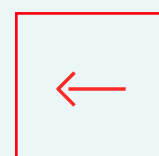
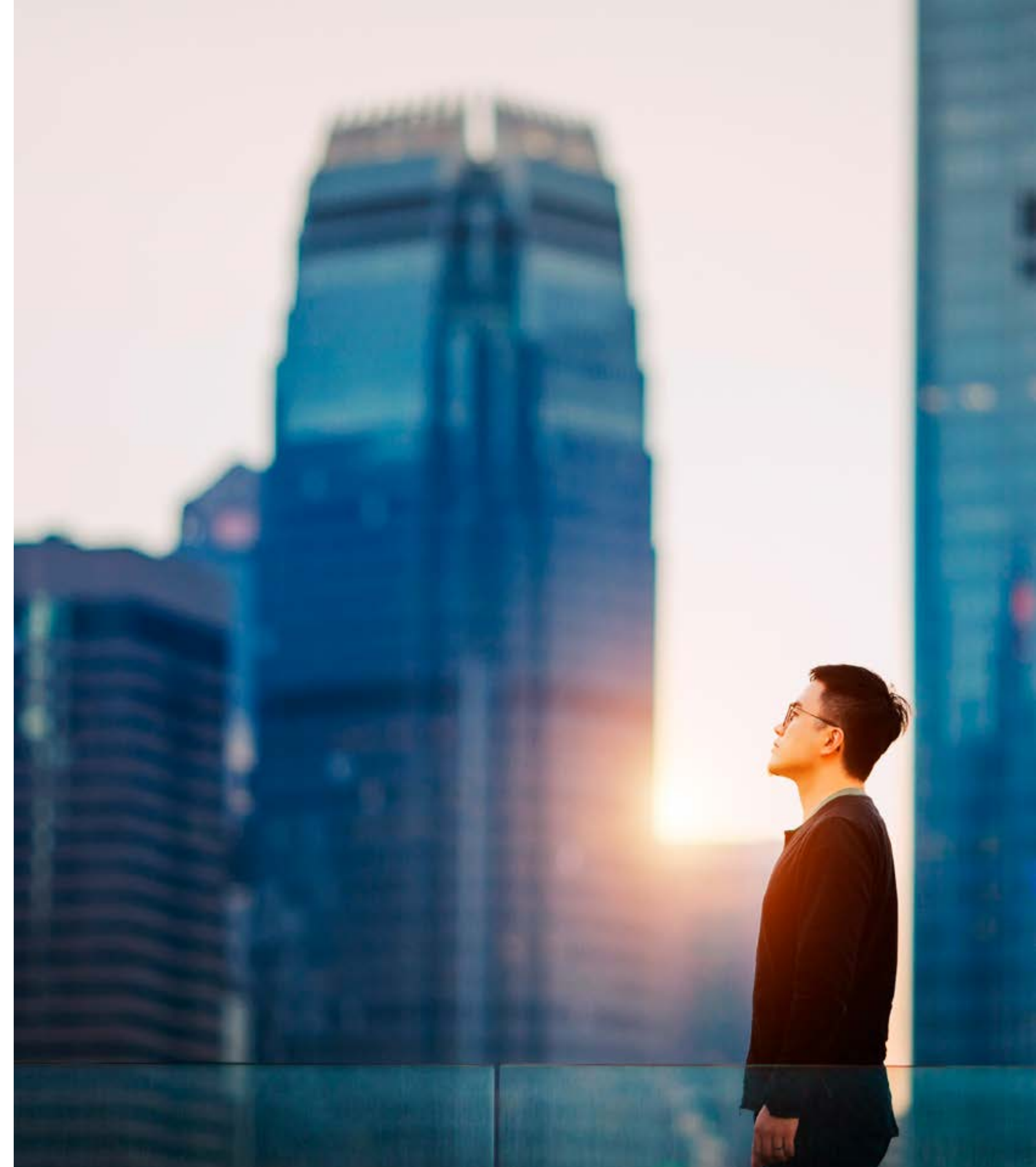
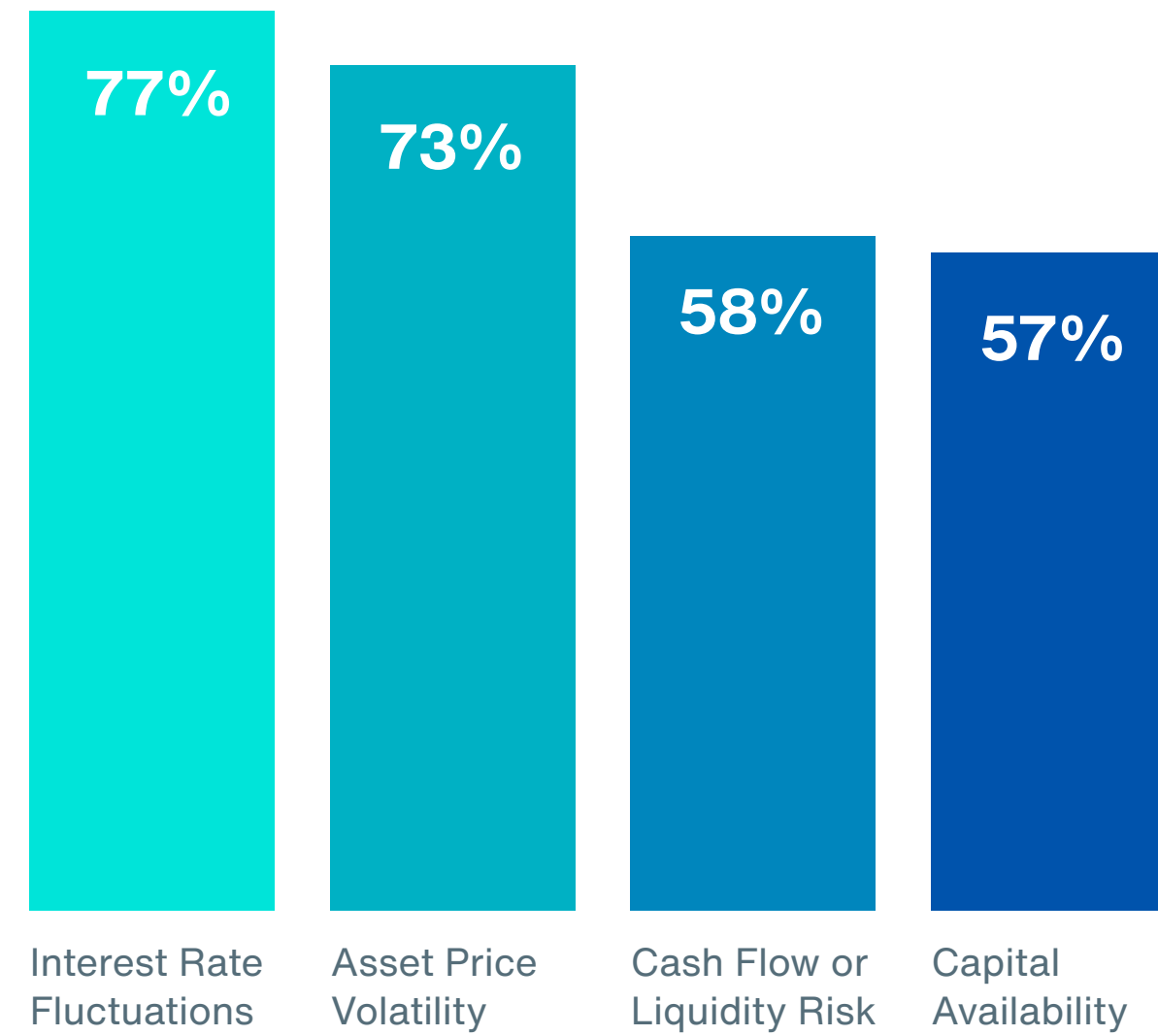
Technology and **Workforce** are the megatrends business decision makers are struggling with the most.



Megatrend-Related Risks Made More Difficult by Macroeconomic Conditions

% concerned about the following impacting their business in the next year

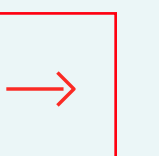
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Investing in Data and Analytics Key to Tackling the Megatrends

Investing in Data and Analytics Key to Tackling the Megatrends

60%

Business decision makers who feel “very confident” their company will be able to effectively manage risk exposures over the next year say they have all the data and analytics they need on all four megatrends.

vs.

41%

of less confident leaders.



39%

very confident company has accurate/ necessary climate data, analytics and modelling needed to protect its operations.

This is despite 55% of business leaders saying their company has improved their climate risk and catastrophe models over the last year.

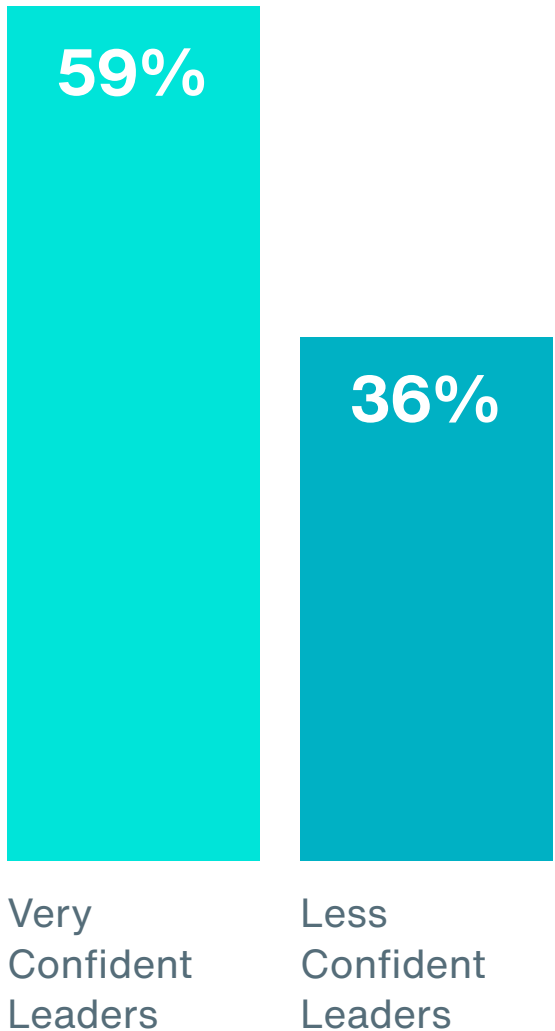


More Confident Decision Makers Have Quantified Profit-and-Loss

% taken action in the last year to quantify profit-and-loss from possible supply chain, cyber risk and weather scenarios.

Very confident leaders are those business decision makers who are “very confident” their company will be able to effectively manage risk.

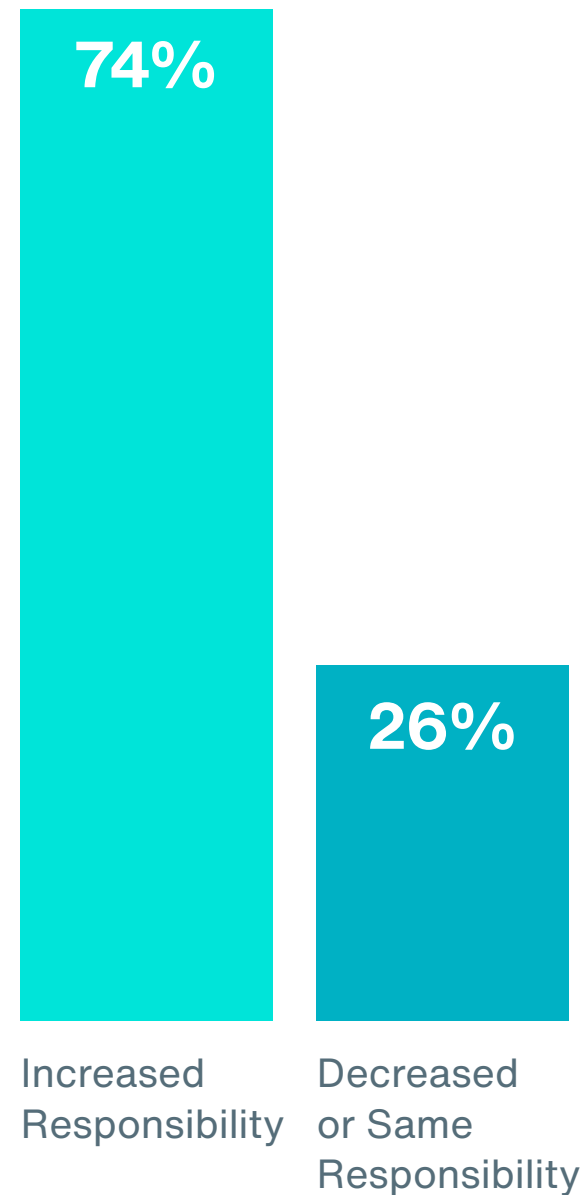
Business Decision Makers



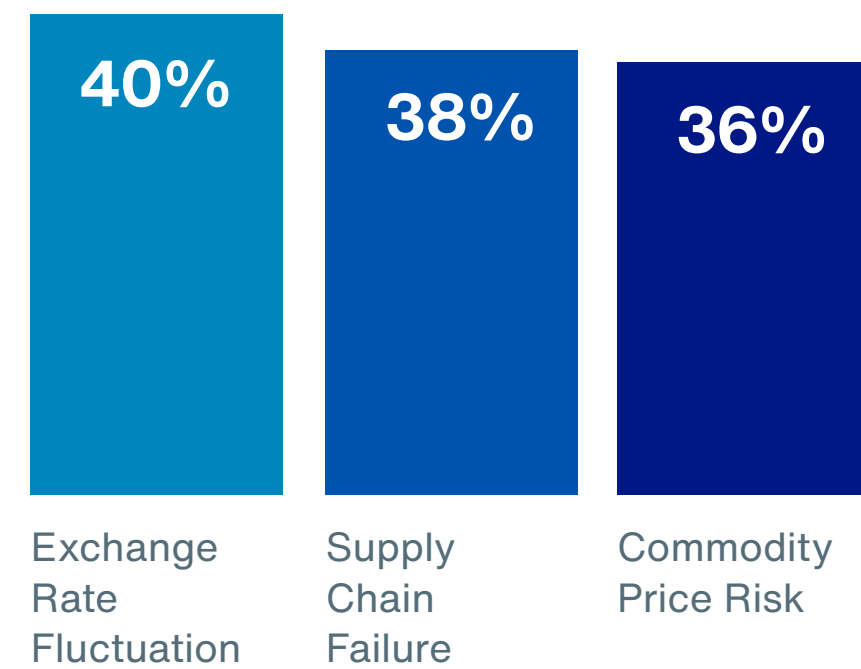
Trade

Decision Makers Take on More Responsibility As Trade Issues Worsen

% taking more personal responsibility for supply chain functions at company in last year



% rank as top two trade risk

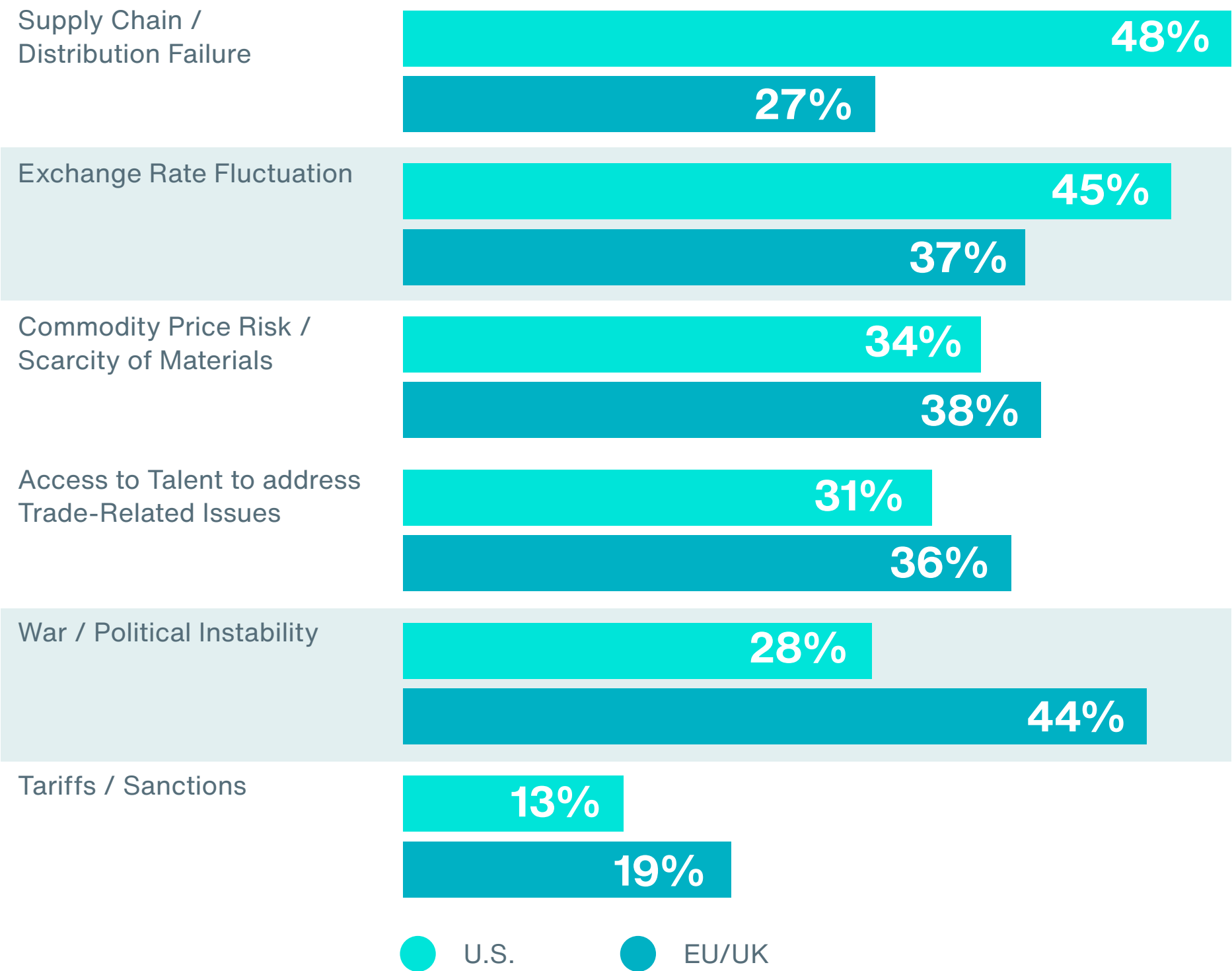




Trade

‘Trade Risk’ has Different Meaning in U.S. compared to EU/UK

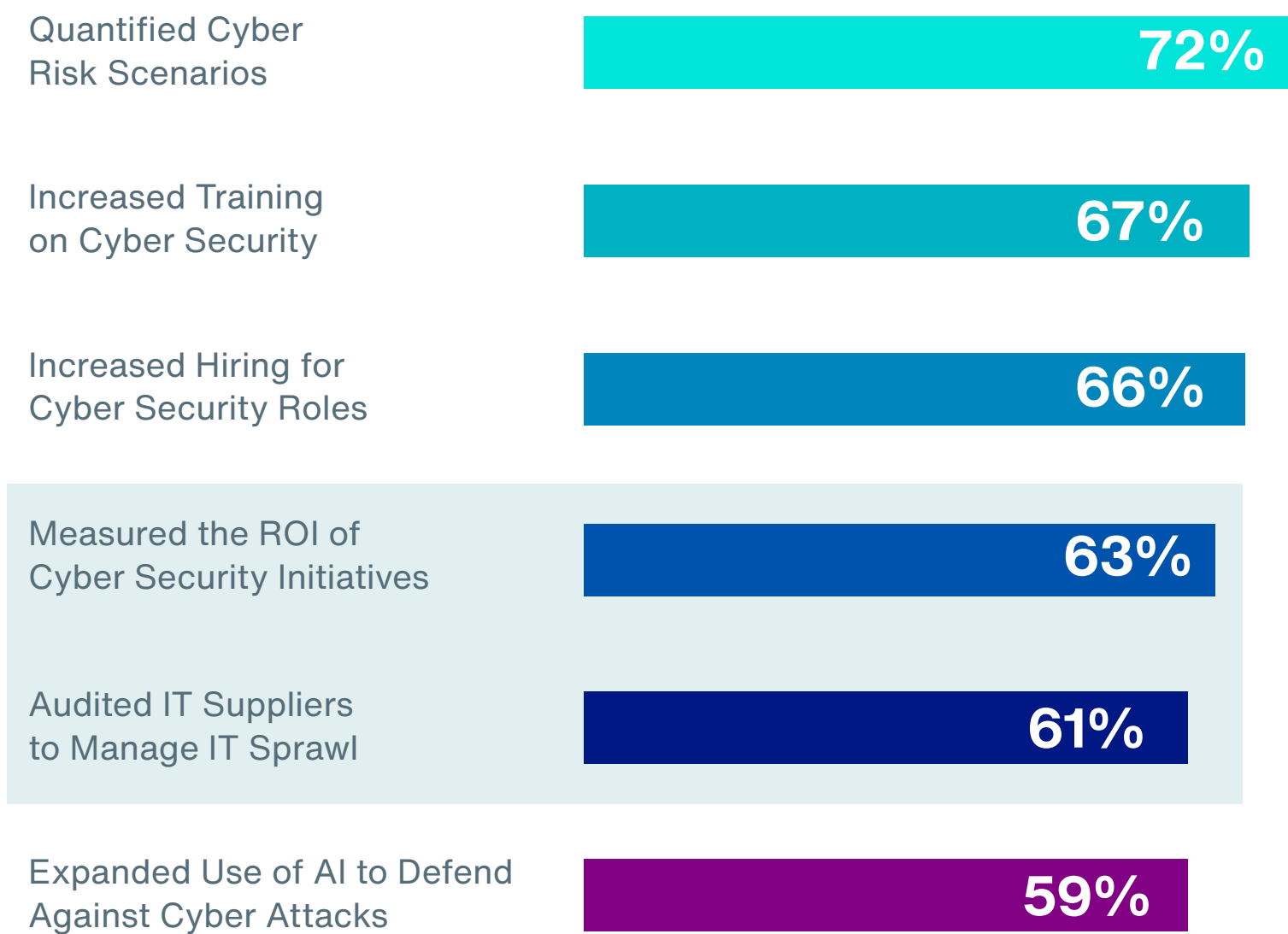
% selecting top two trade risks to business



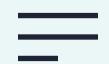
Technology

The Importance of Fully Analyzing and Assessing Technology Risks

% whose company has completed steps regarding tech risks in last year



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Weather and Climate Issues Create New Risks

% closer to your view of climate/weather

Business
Decision
Makers



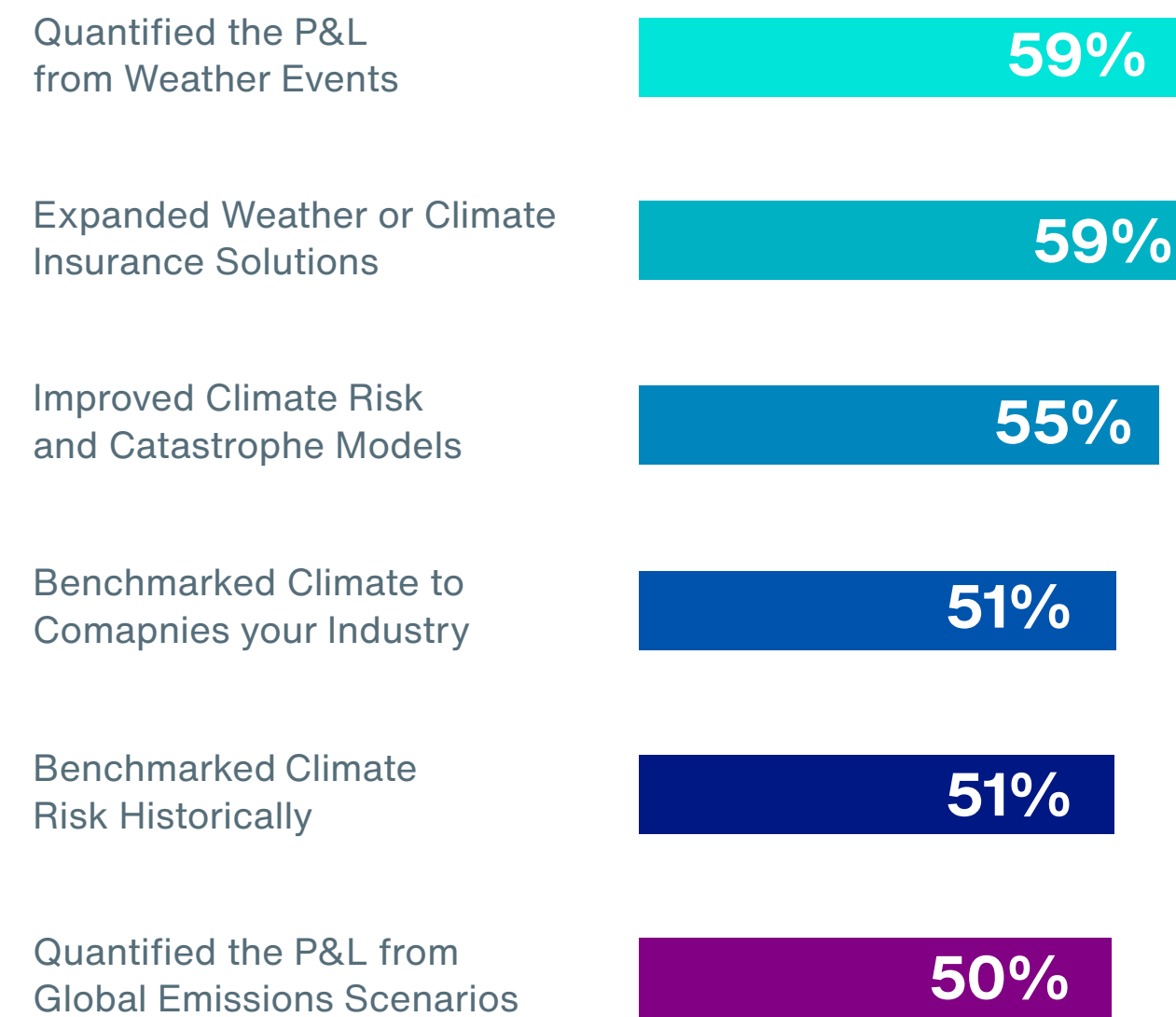
Weather and climate issues are about more than just annual or biennial natural disasters

Weather and climate issues are mostly annual or biennial natural disasters that don't change how businesses make decisions

Weather

However, Business Decision Makers are Slower to Act on Weather

% who say company has completed steps regarding weather and climate risks in last year



Compared to **72%** of leaders who quantify P&L impacts of cyber attacks.

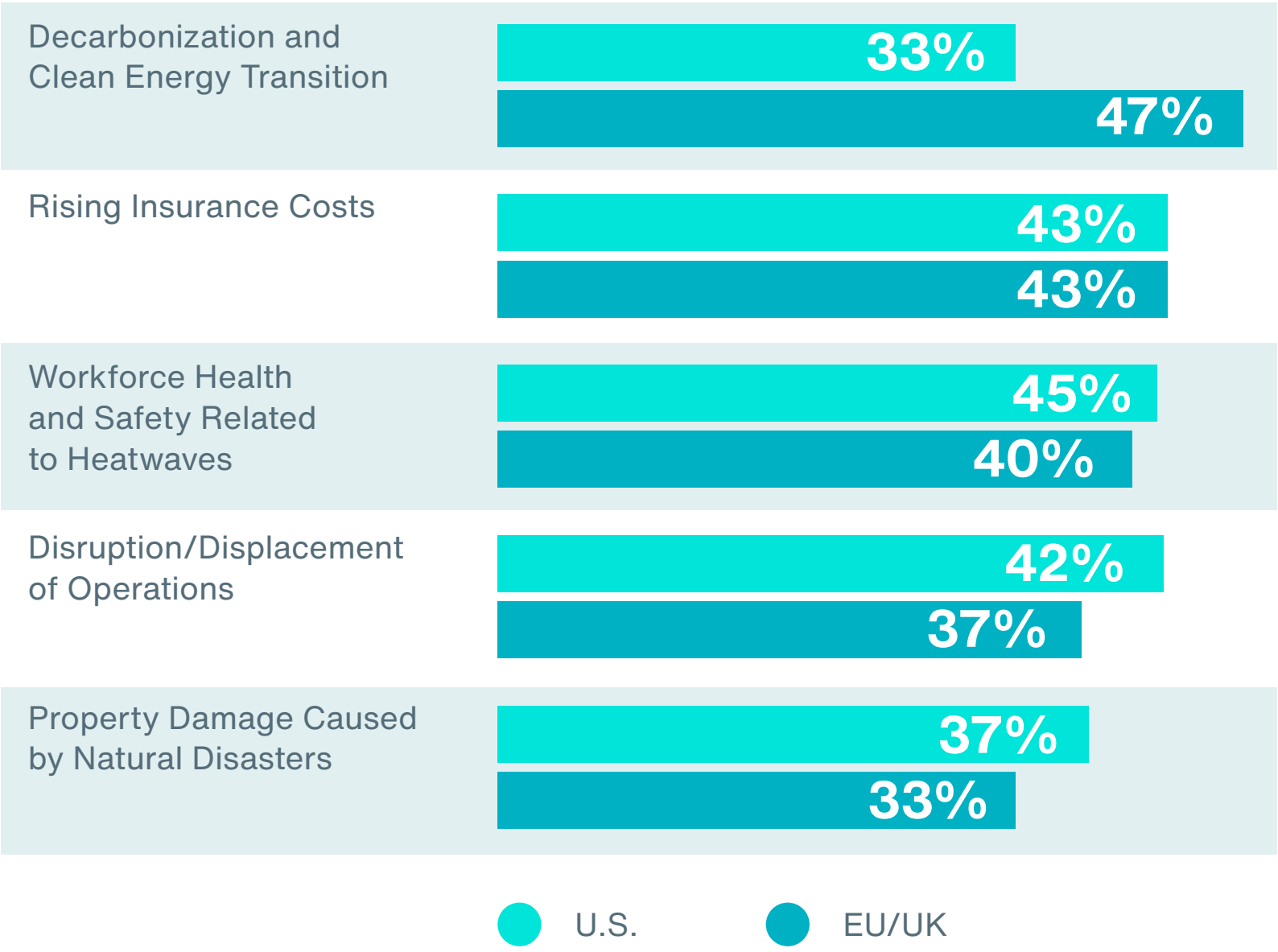




Weather

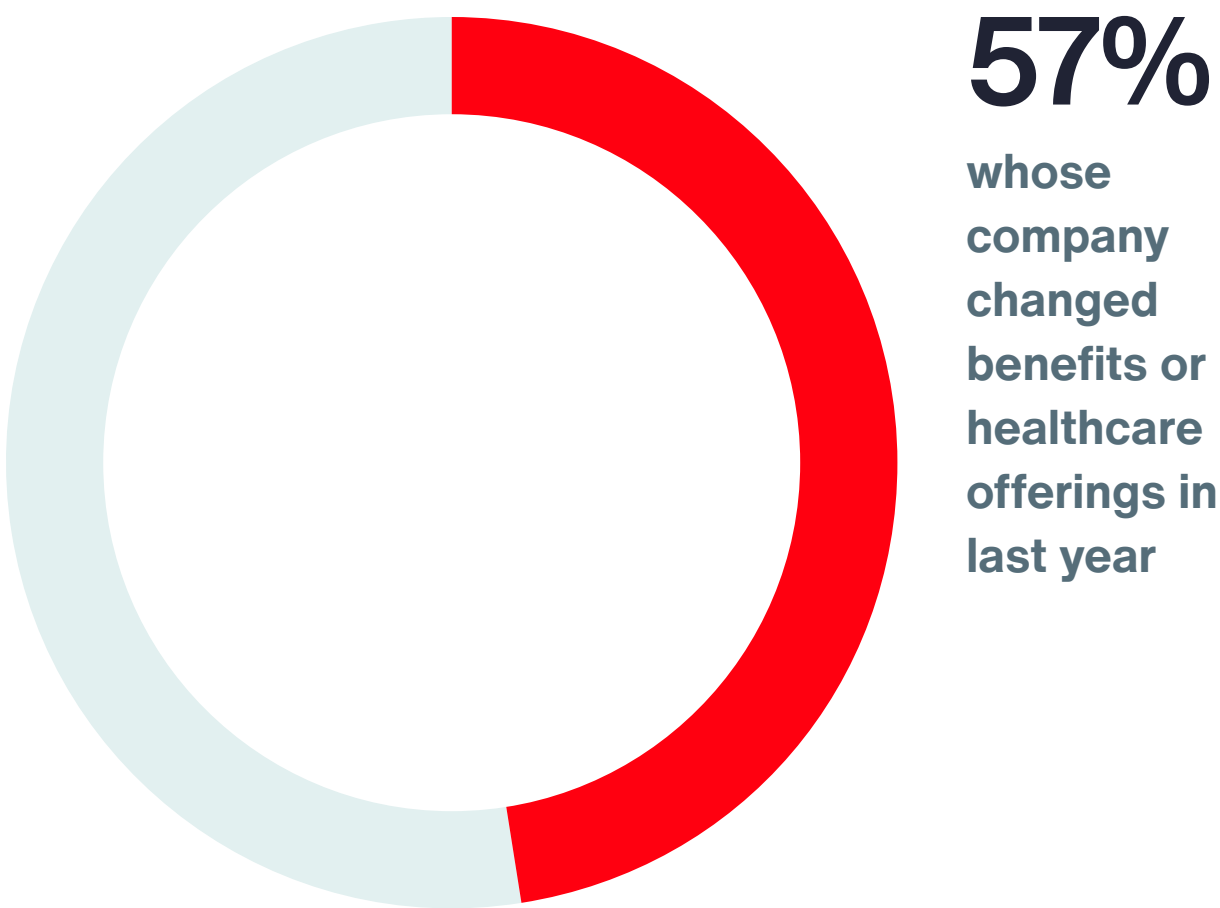
Business Decision Makers are Slower to Act on Weather

% who say company has completed steps regarding weather and climate risks in last year

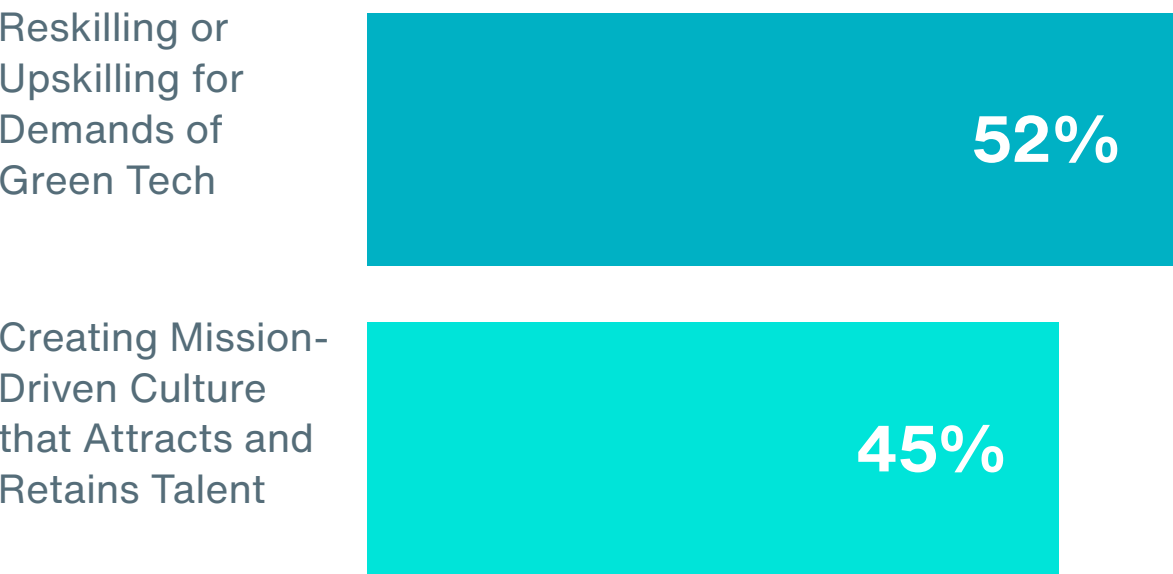


Decision Makers Adjust Workforce Strategies to Meet Needs for Green Transition

17



% say climate risk impacts company's workforce strategy by





Methodology



812 interviews among business decision makers (**C-suite and senior executives**) conducted online.



Covers **U.S., Canada, UK, Germany, France, Italy** and **Spain**; all leaders of companies with more than 500+ employees.



Fielded **April 24–May 5, 2024.**



Margin of error is **+/- 3.4** percentage points for a truly random sample of 812.



About Aon

Aon plc (NYSE: AON) exists to shape decisions for the better — to protect and enrich the lives of people around the world. Through actionable analytic insight, globally integrated Risk Capital and Human Capital expertise, and locally relevant solutions, our colleagues provide clients in over 120 countries and sovereignties with the clarity and confidence to make better risk and people decisions that help protect and grow their businesses.

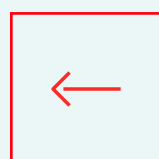
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