

Co-creation for Success
Unlocking Creativity, Knowledge & Innovation

The ingredients for Business Success

These survey highlights acknowledge that Employees, Customers and Society are intrinsically linked. Fail to serve your employees and they won't unlock the innovation and service to better serve your customers.

Fail to have a positive impact on society, and you could alienate customers and employees.

Success will be driven by a people-led culture focused on creativity, innovation and knowledge, supported by a digitally-led, collaborative ethos.



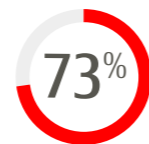
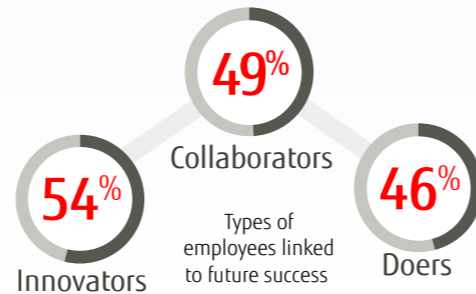
At Fujitsu, we envisage a Human Centric Intelligent Society, bringing together people, information and infrastructure to create real value from technology.

Unlocking the Power of Employees

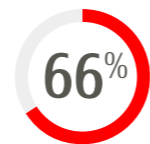
Innovators, Collaborators and Doers came out top in terms of types of employees who will be most important to an organizations future.



of business leaders feel most responsible for employees



of executives surveyed believe that unlocking employee creativity is vital for growth



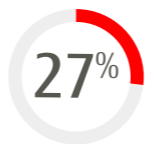
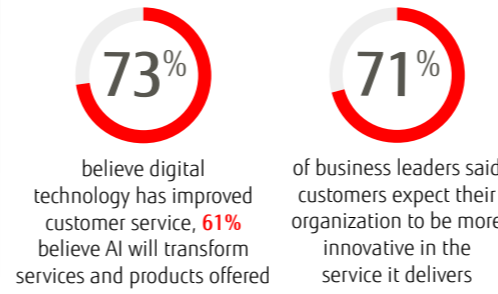
believe employees have an increasing influence

An evolving relationship with Customers

The customer relationship is changing. Customers demand more innovation at a lower cost. Leaders are looking to technology to continually improve customer service and satisfaction.



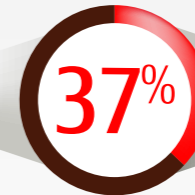
of business leaders feel most responsible for customers



of business leaders said customers expect their organization to be more innovative

A complex connection with Society

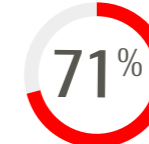
Organizations want to positively impact society but right now, it's not critical and there is uncertainty about how to influence the wider world.



of business leaders feel most responsible for society; placing employees and customers much higher



of leaders believe society has become more critical of businesses in the past three years



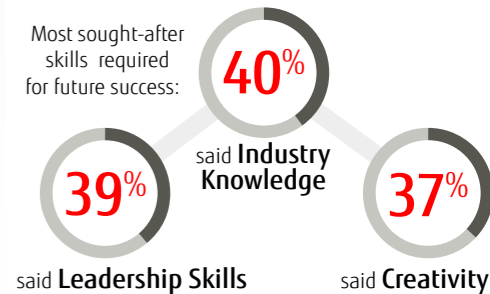
admit they could be doing more to positively contribute to the lives of citizens

The Challenge of Balance

Long lasting success relies on the ability to delight customers while unlocking the potential of your workforce and ensuring a positive social impact



60% of business leaders admit it is difficult to balance demands of employees, customers and society.



Most sought-after skills required for future success:

40%

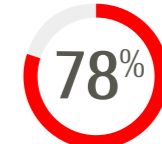
said Industry Knowledge

39%

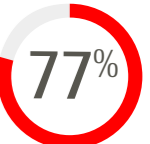
said Leadership Skills

37%

said Creativity



believe creativity will be key to success



believe ability to change will be the key in the next 3 years

'Unlocking Creativity, Knowledge & Innovation' is a global study commissioned by Fujitsu in which over 2,000 business decision makers across multiple sectors in 18 countries were surveyed on the relationship between organizations, employees, customers and society.