



**Tech Council**

# COVID-19 Impact Index, v2

Insight from Kansas City leaders during COVID-19

Curated by the KC Tech Council | 08.05.20

# COVID-19 Impact Index, v2

## Introduction

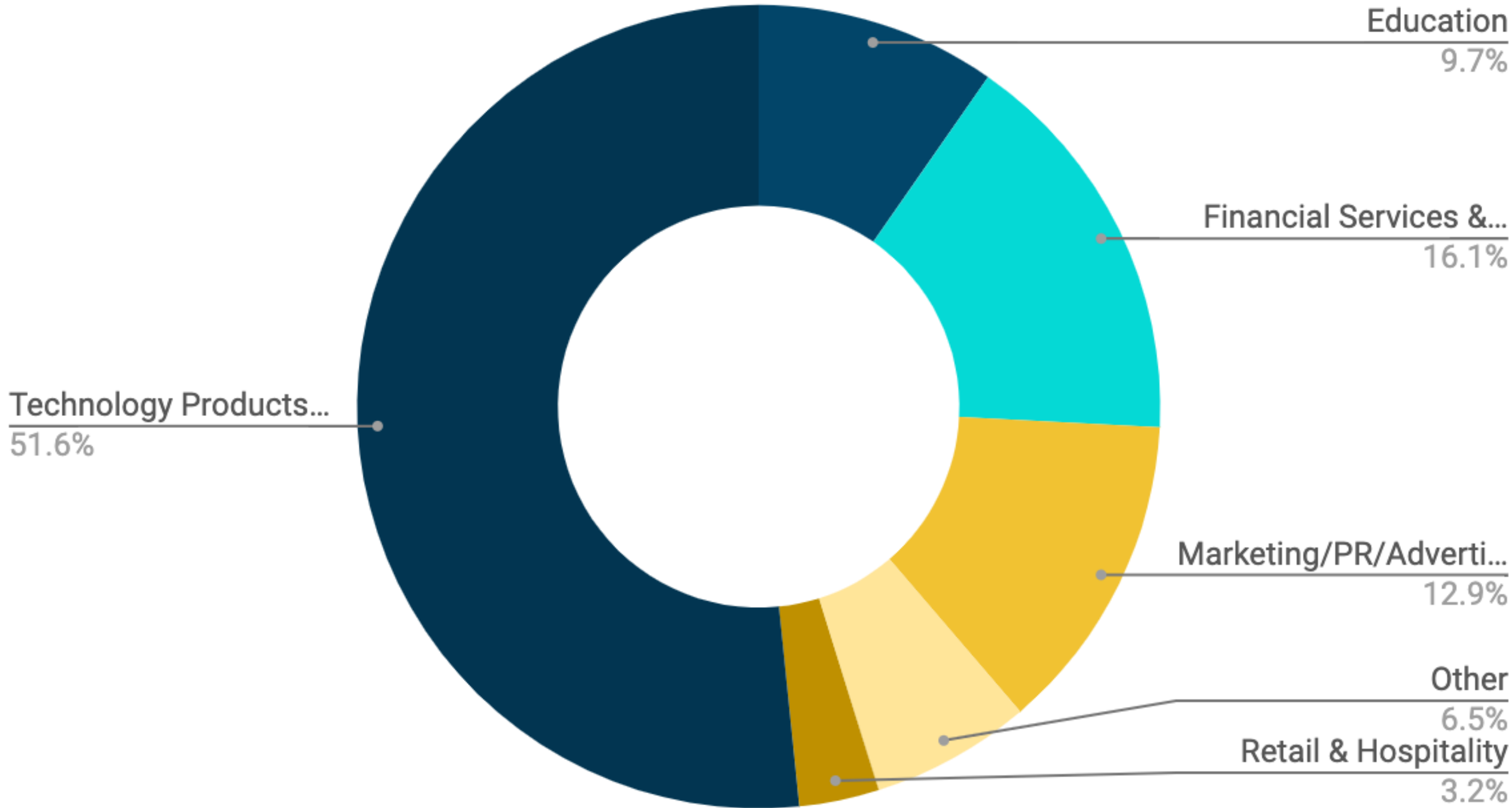
In April 2020, the KC Tech Council reached out to a carefully-selected group of approximately three dozen business leaders representing a cross-section of the region's technology employers. We invited these CEOs, presidents and market leads to participate in the Impact Index, designed to measure their current perception and future predictions as they navigate their employees and organizations through the COVID-19 pandemic.

Those findings were released in Impact Index, v1. Three months later, in July 2020, we again reached out to measure the same group's responses as we embark on a new fiscal quarter. Those findings are now published in the Impact Index, v2.



# INDEX PARTICIPANTS

## Industries Represented



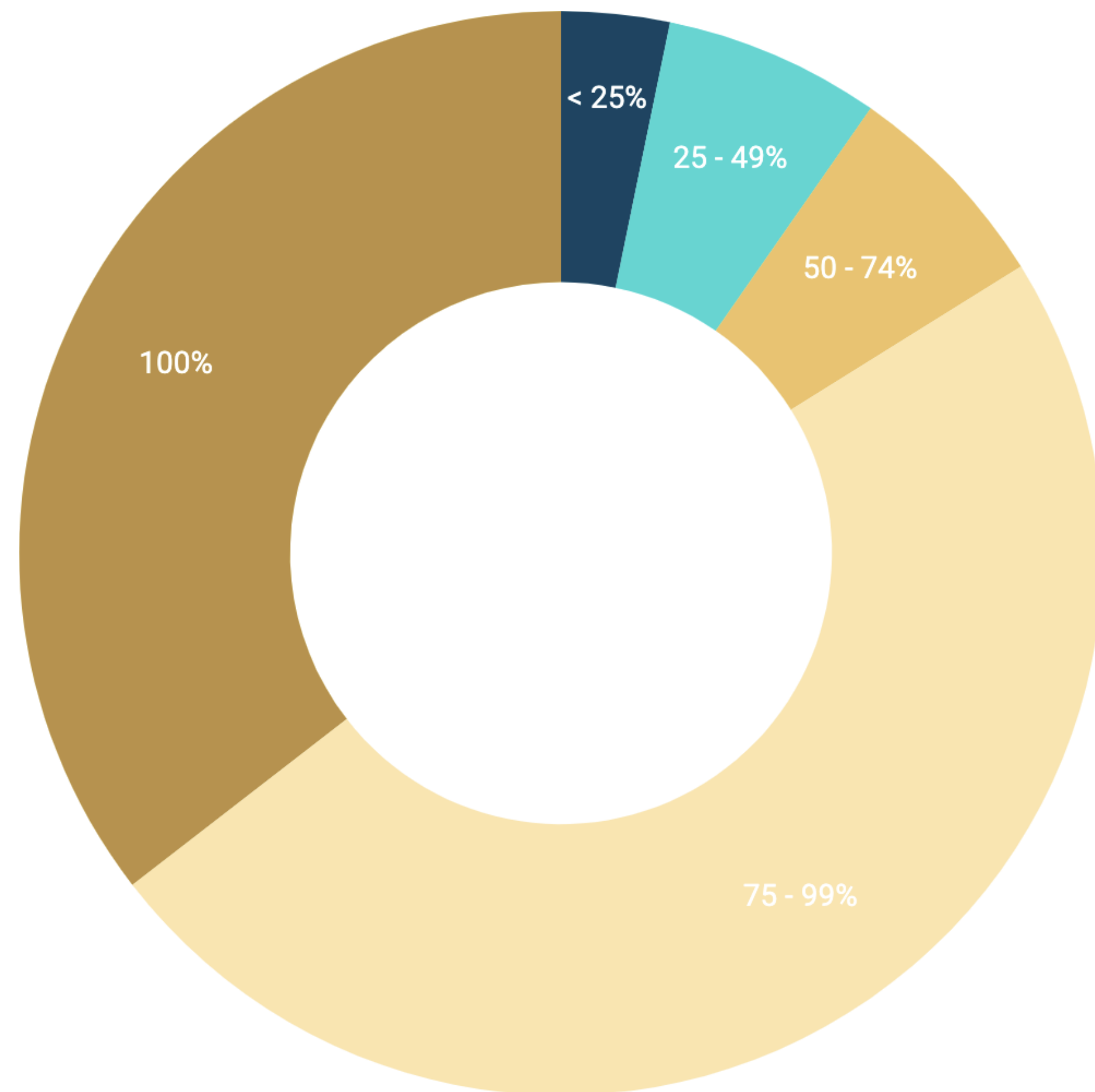
Total KC Area  
Employees

4,871

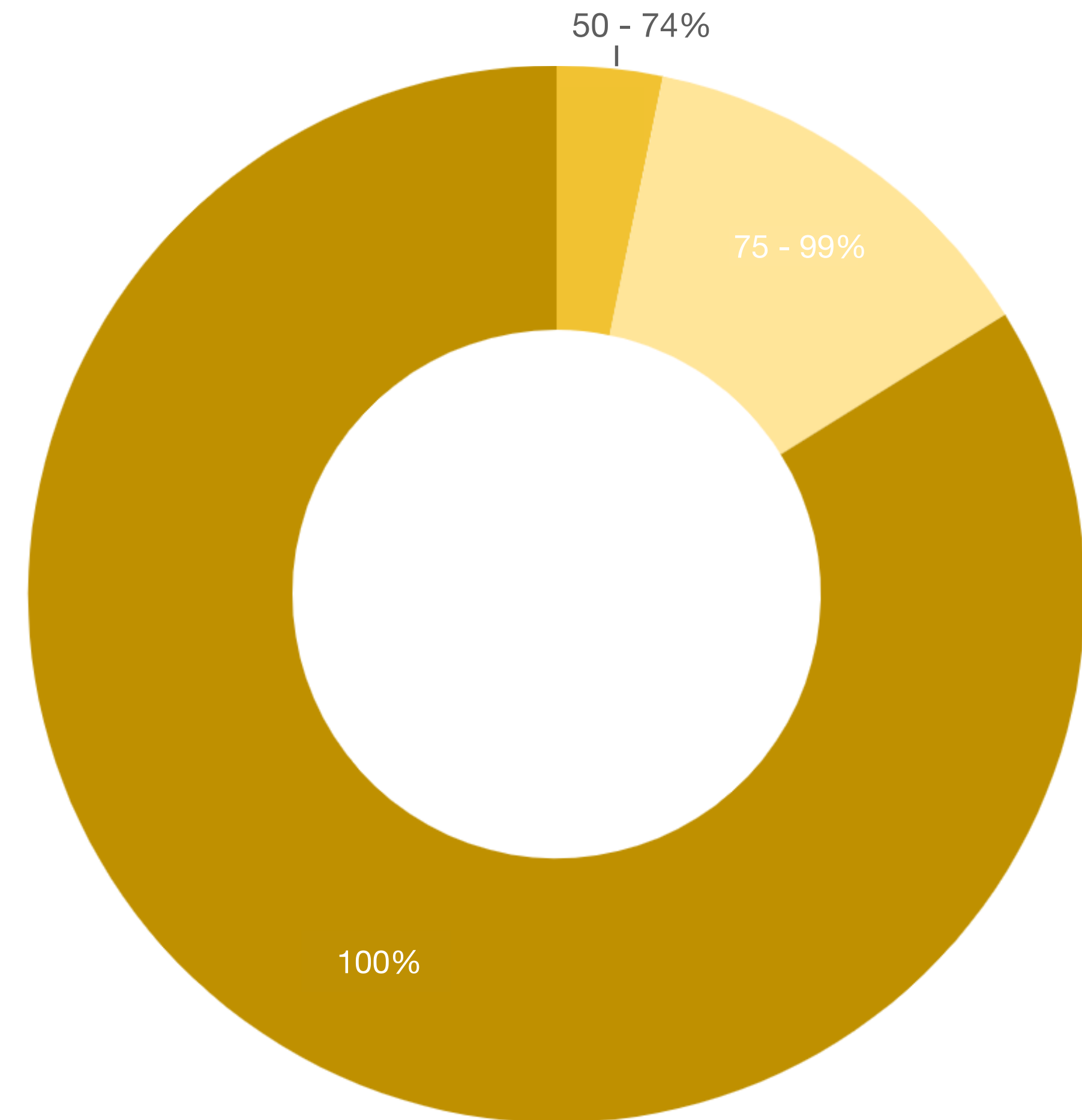


# State of remote work as of 07.01.20

CURRENTLY working from home



Has the OPTION to work from home





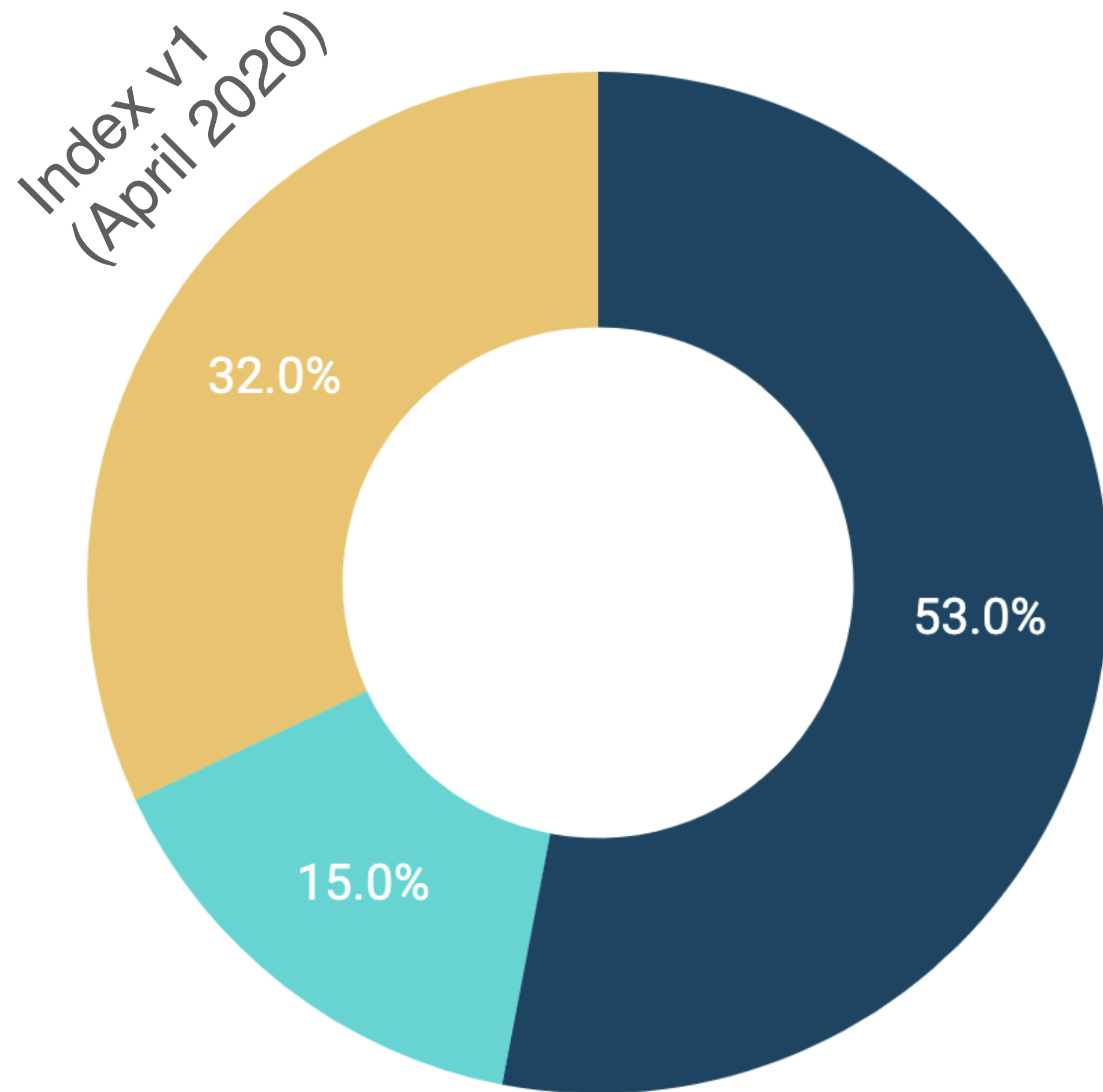
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# COVID-19 Impact Index, v2

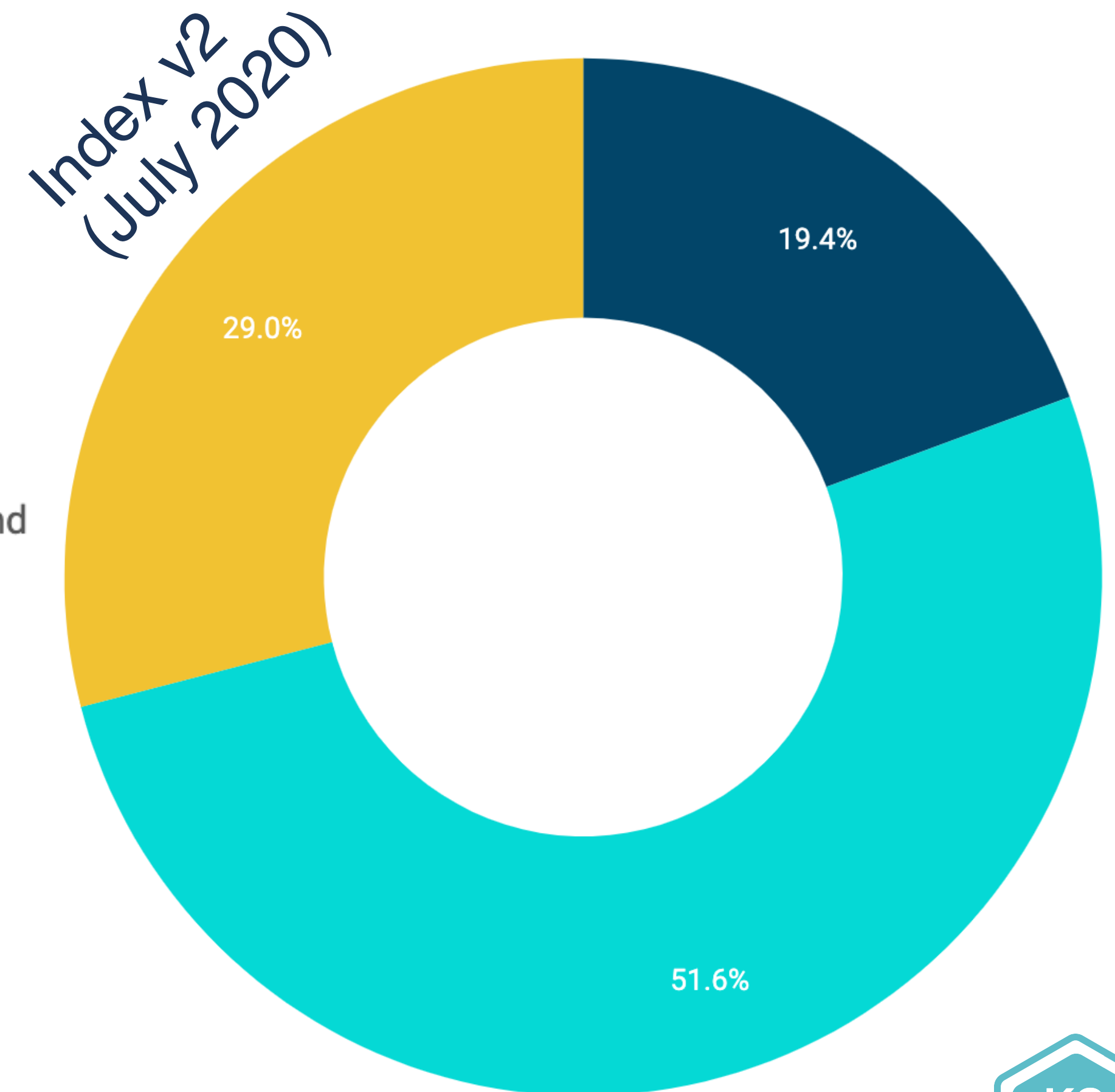
Economic Impact of COVID-19

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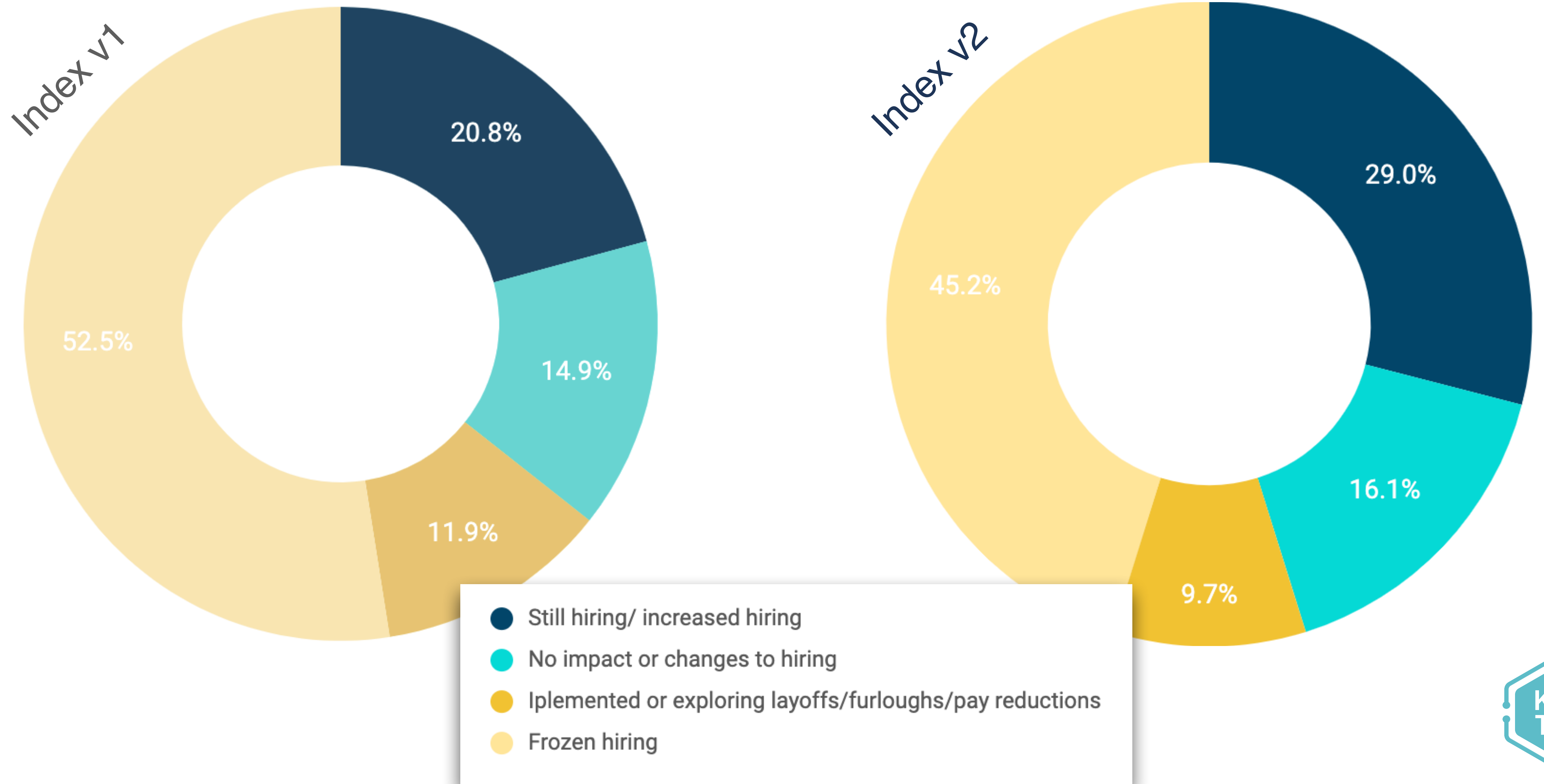
As of July 1, 2020 what impact has the current economic environment had on your core business, product, or service?



- Inceased demand
- Decreased demand
- No major change



As of July 1, 2020 what impact has the current economic environment had on your hiring?





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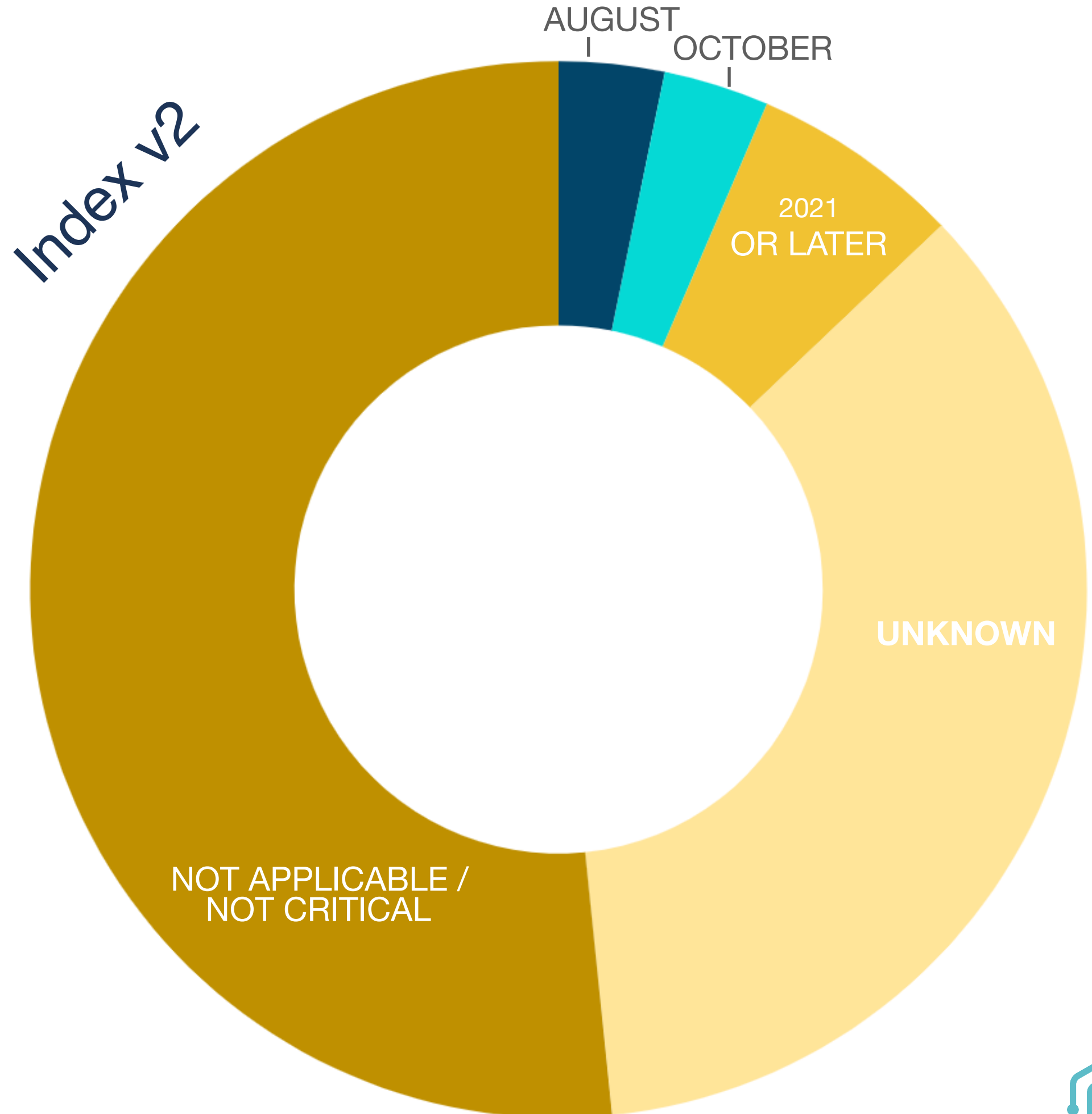
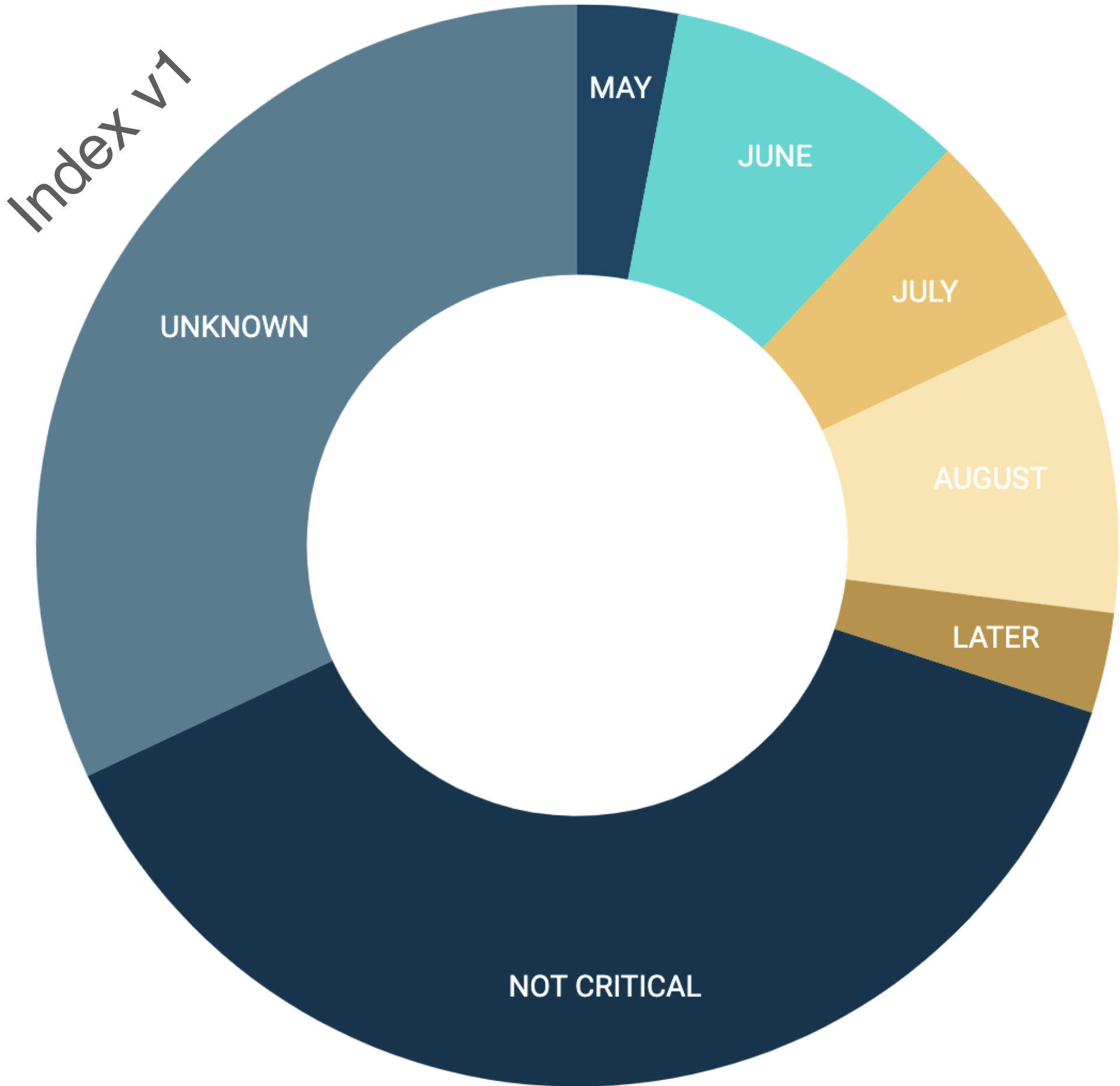
# COVID-19 Impact Index, v2

Travel/ In-Person Predictions

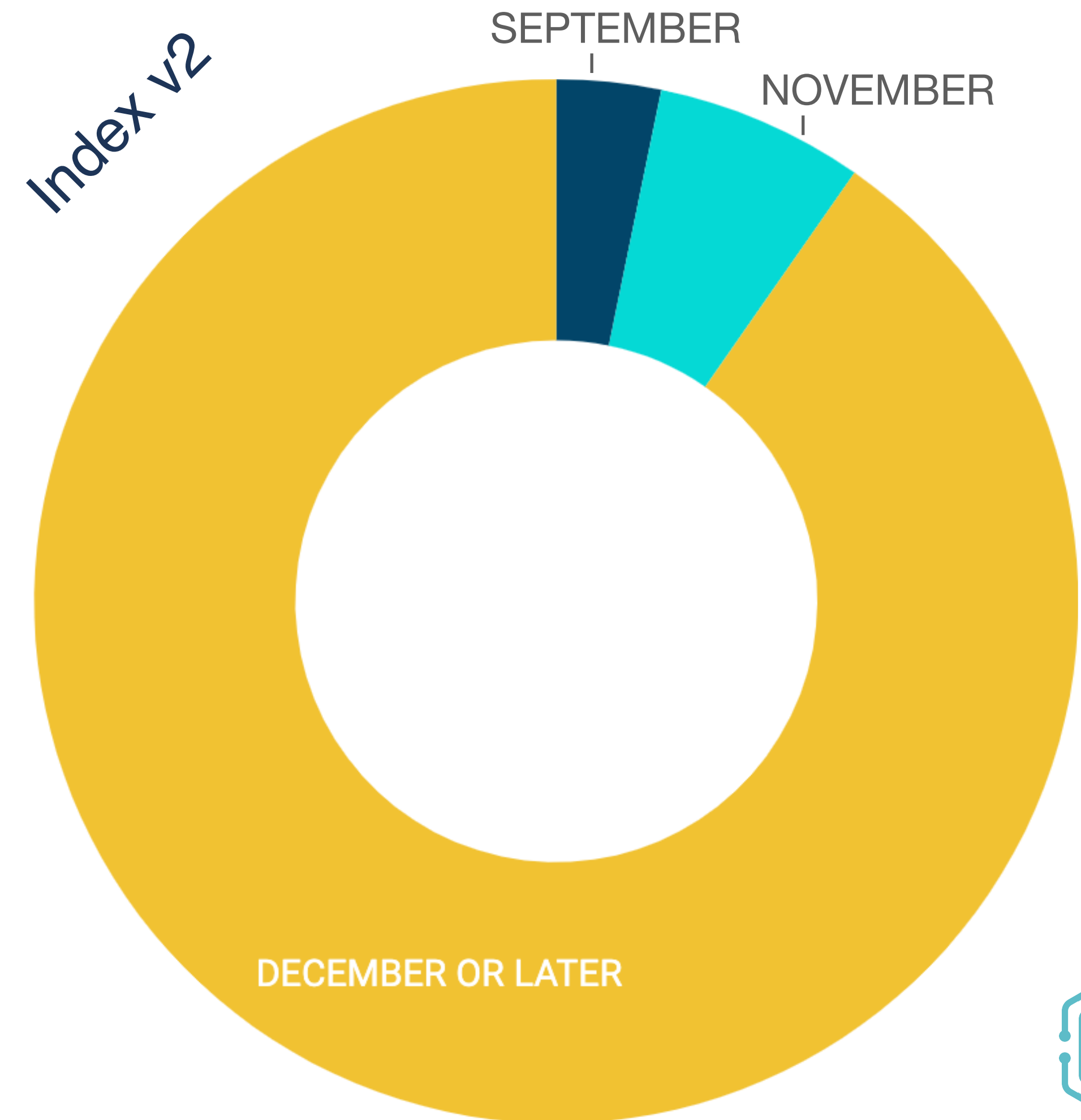
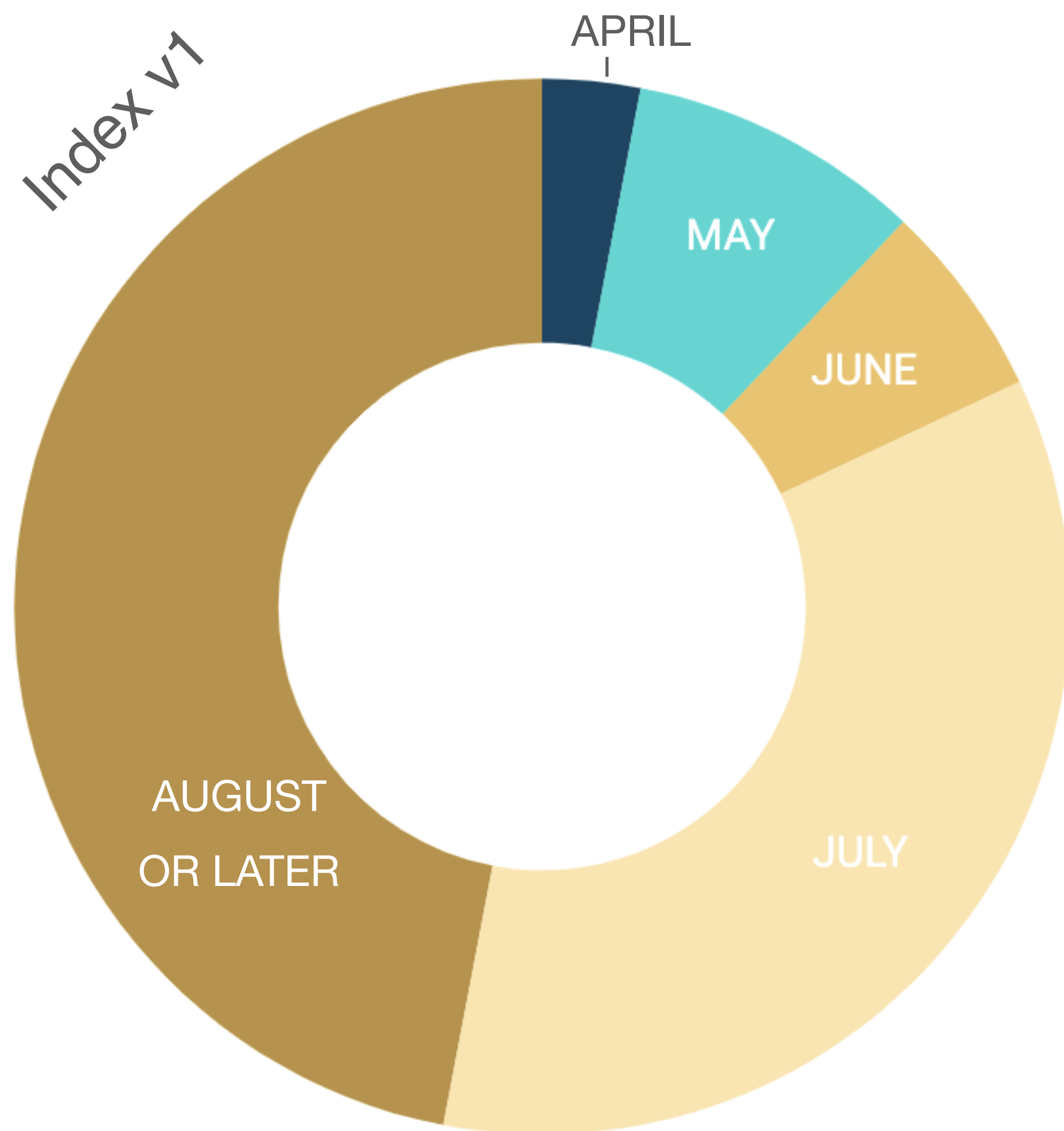
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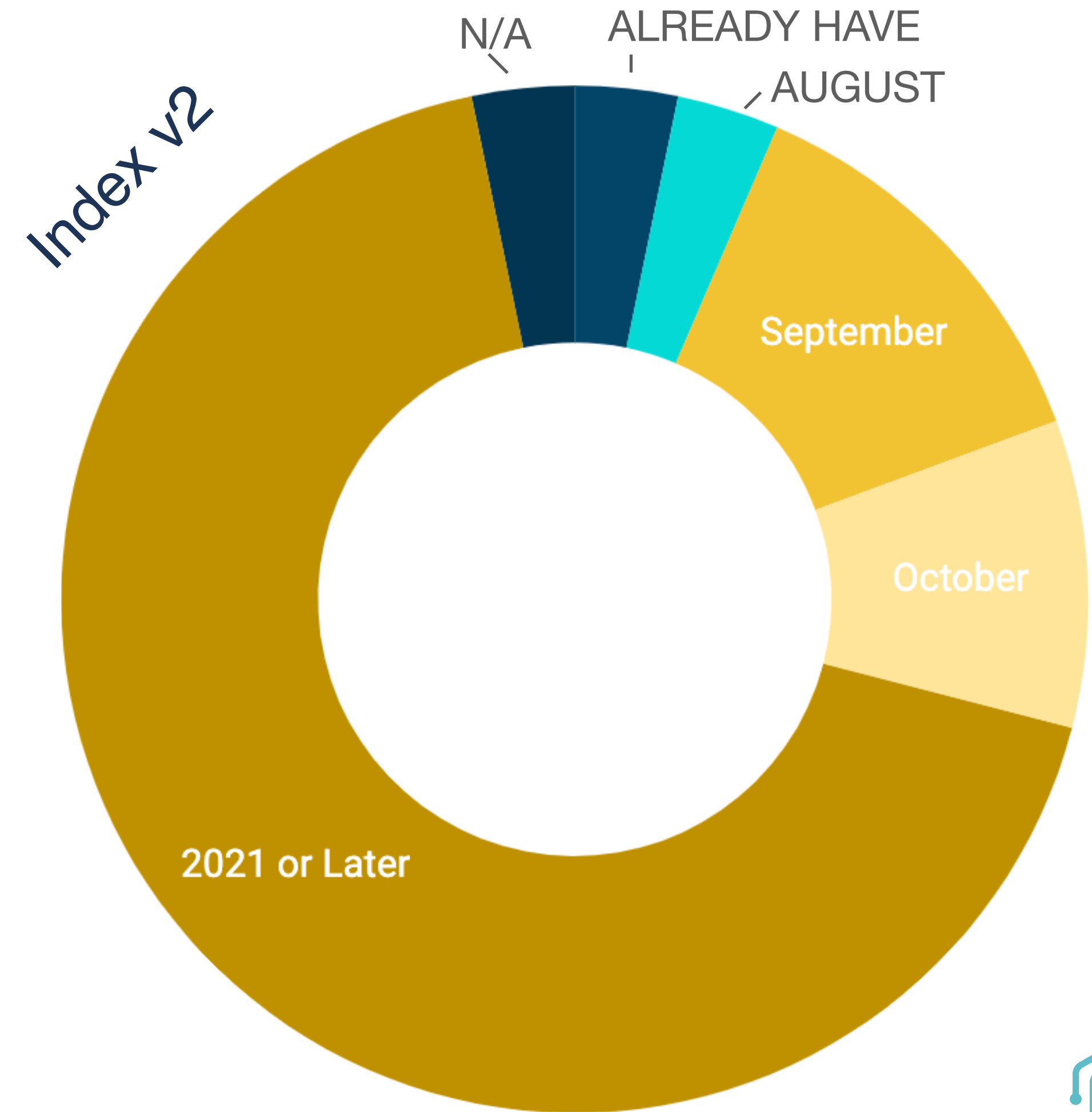
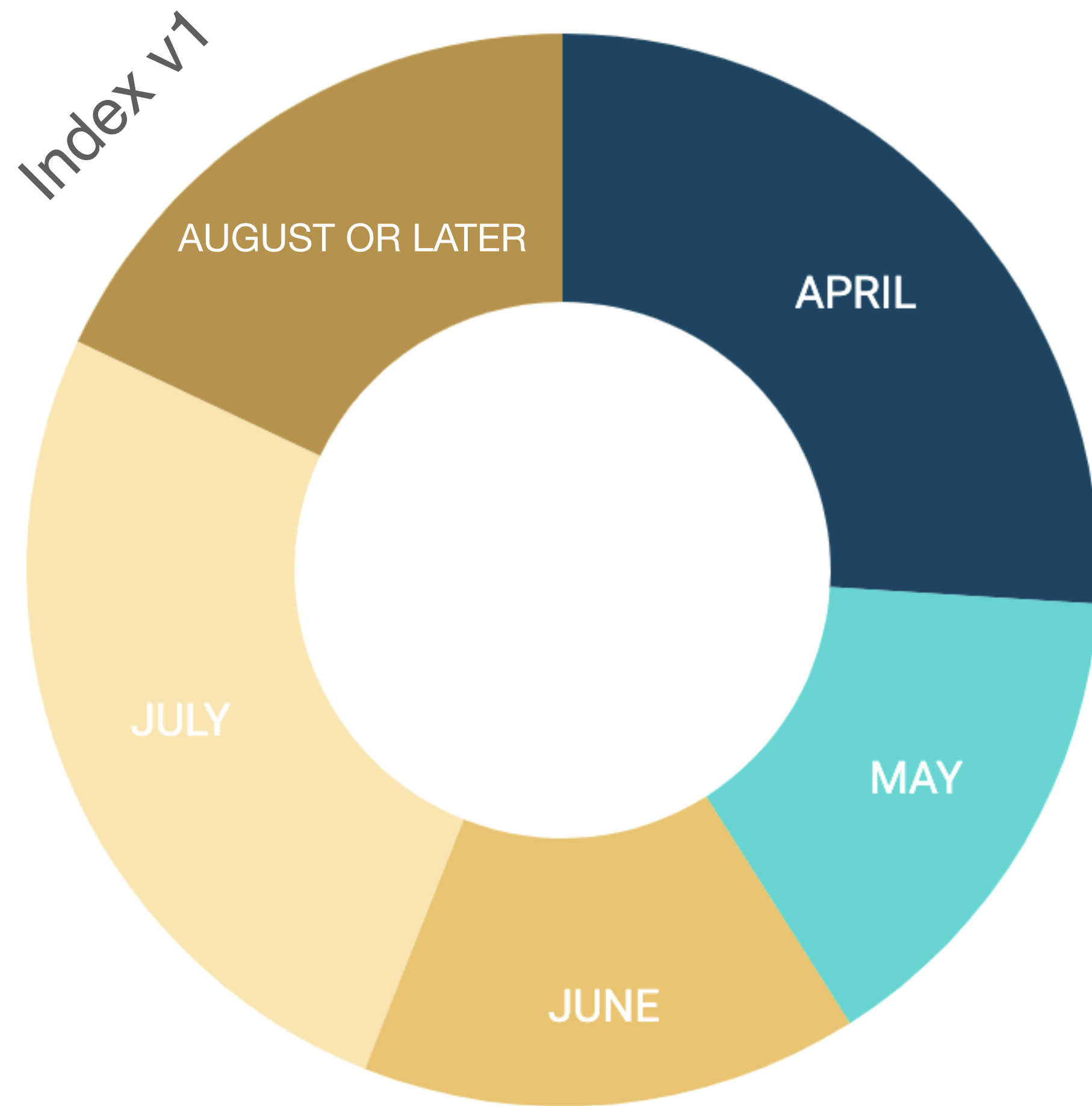
# Is there a month deemed critical for your company to resume in-person office work?



When do you predict personally attending, or supporting employees to attend, large business events (more than 50 attendees)?

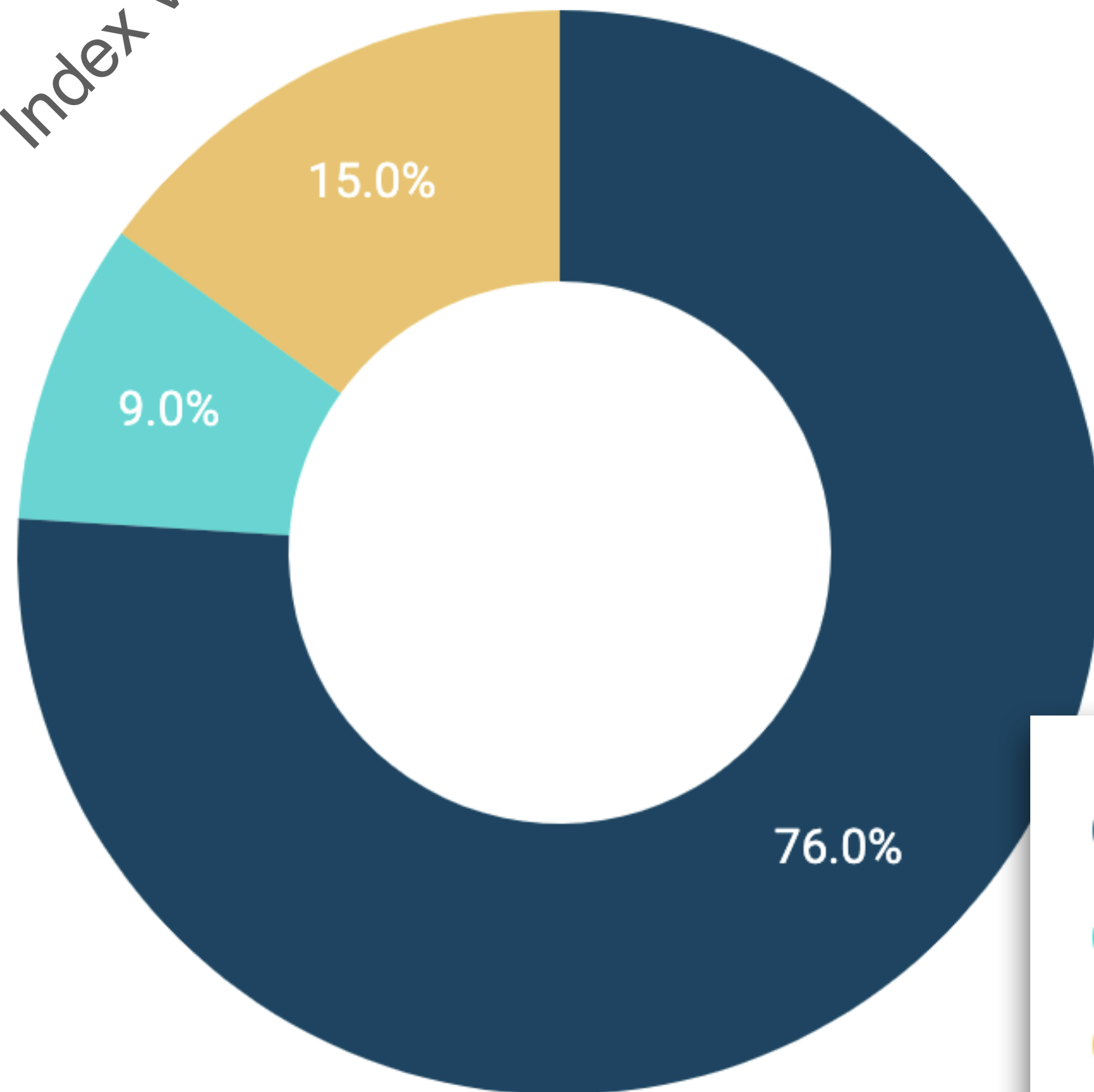


# When do you predict your company will resume business-related travel?

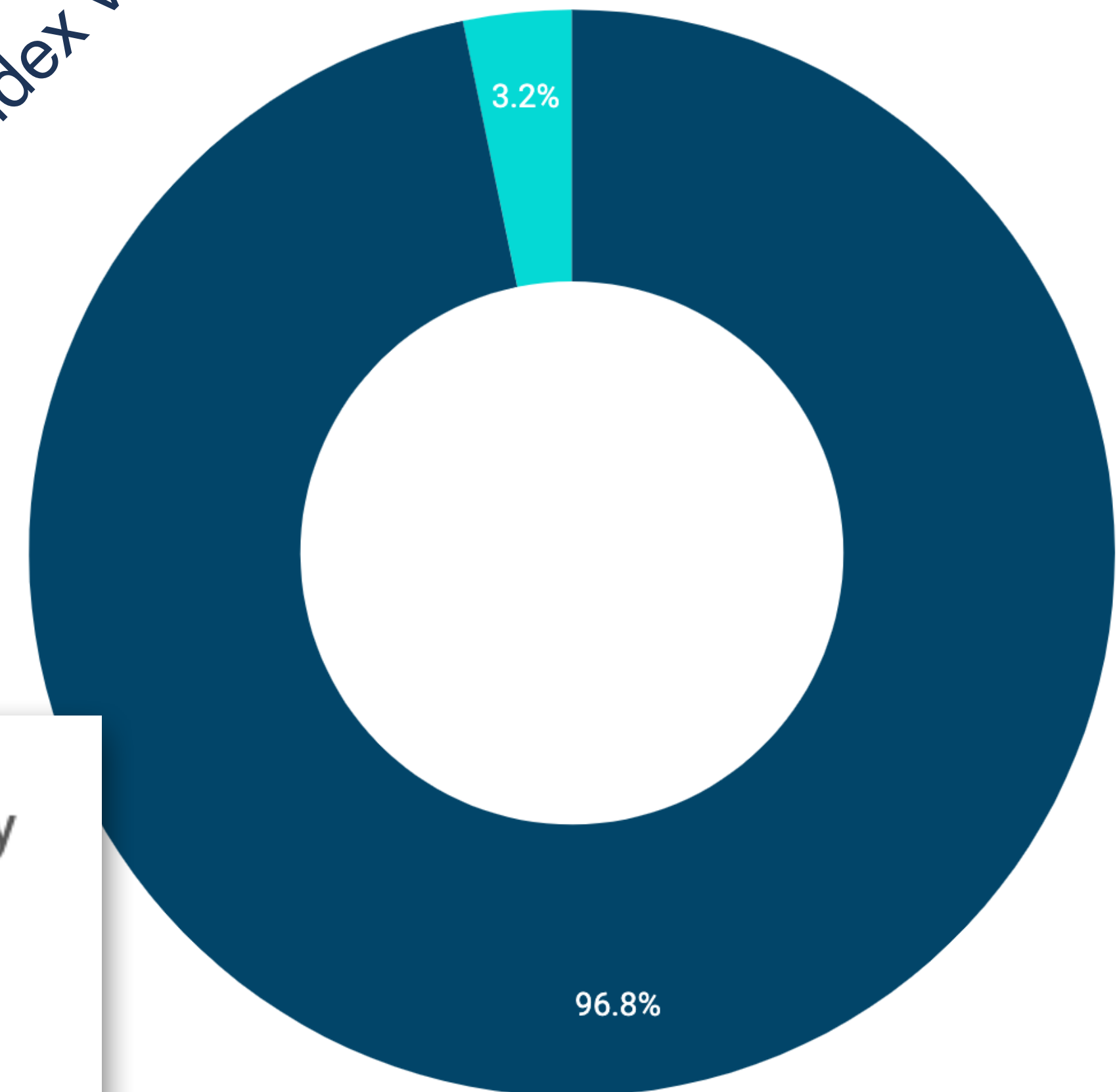


Based on your experience managing a remote-workforce during the COVID-19 crisis, do you anticipate one of the following changes to your organization's work-from-home availability?

Index v1



Index v2



- More Availability
- Not Applicable
- Not Sure Yet





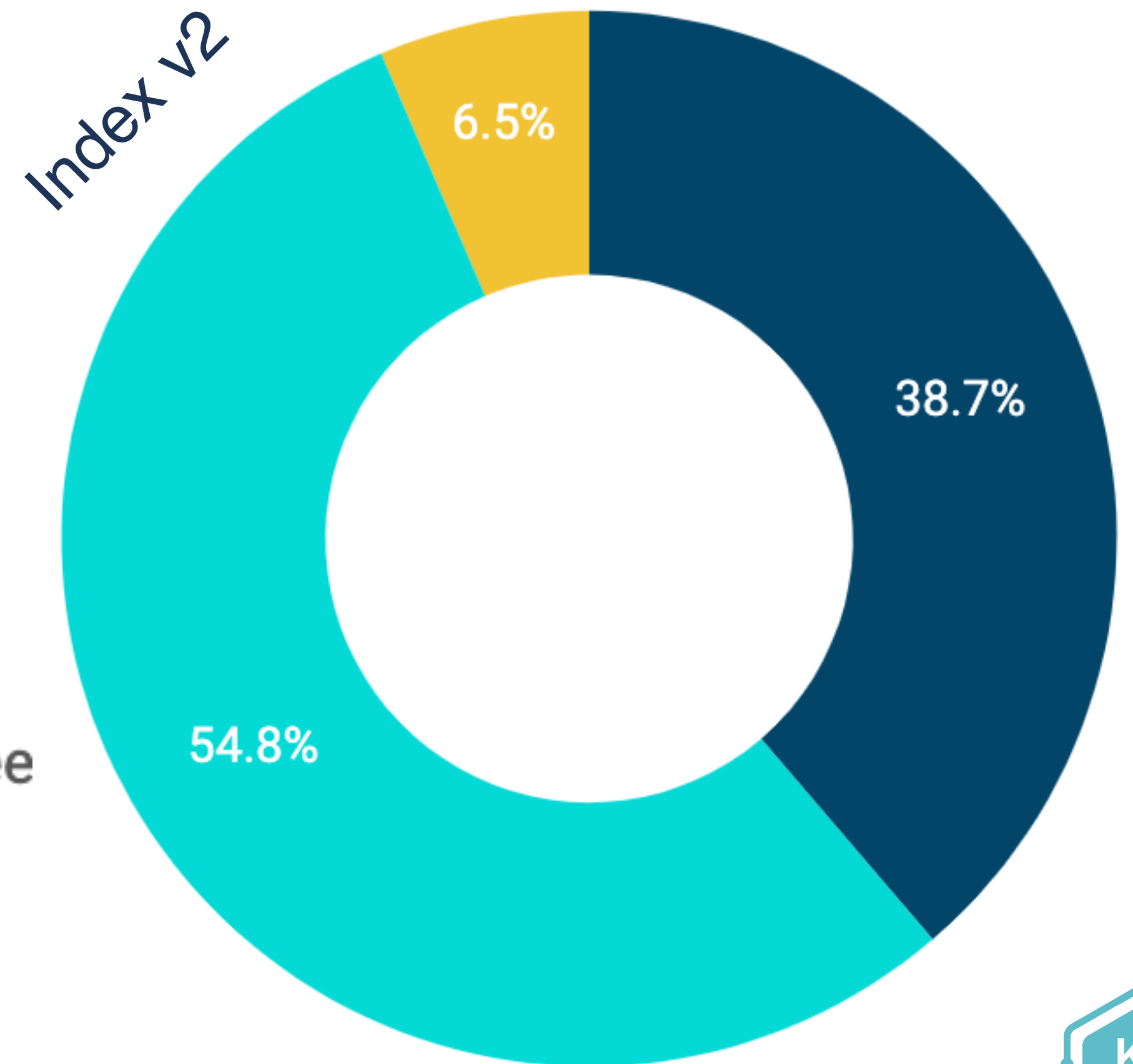
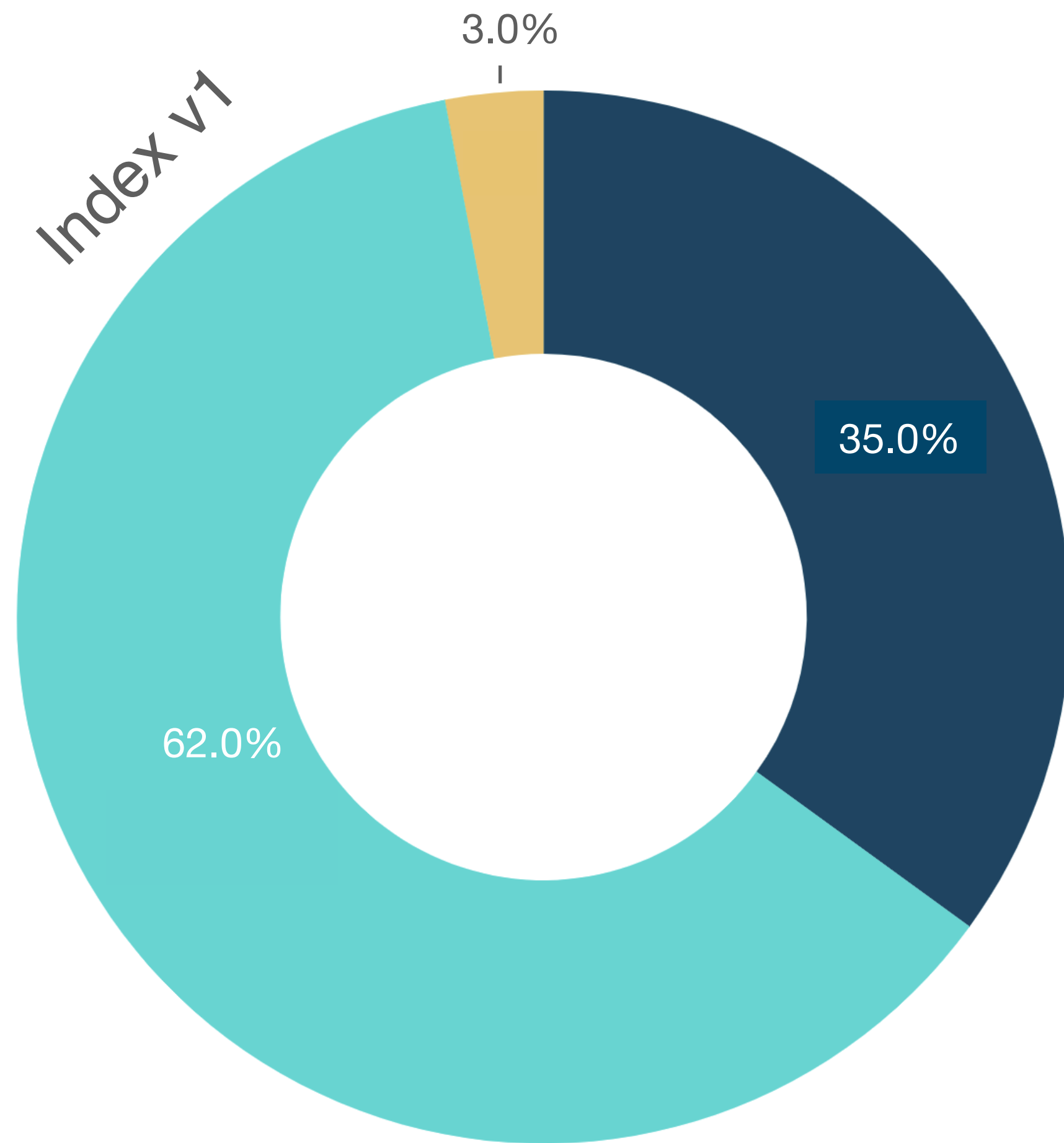
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# COVID-19 Impact Index, v2

Economic predictions

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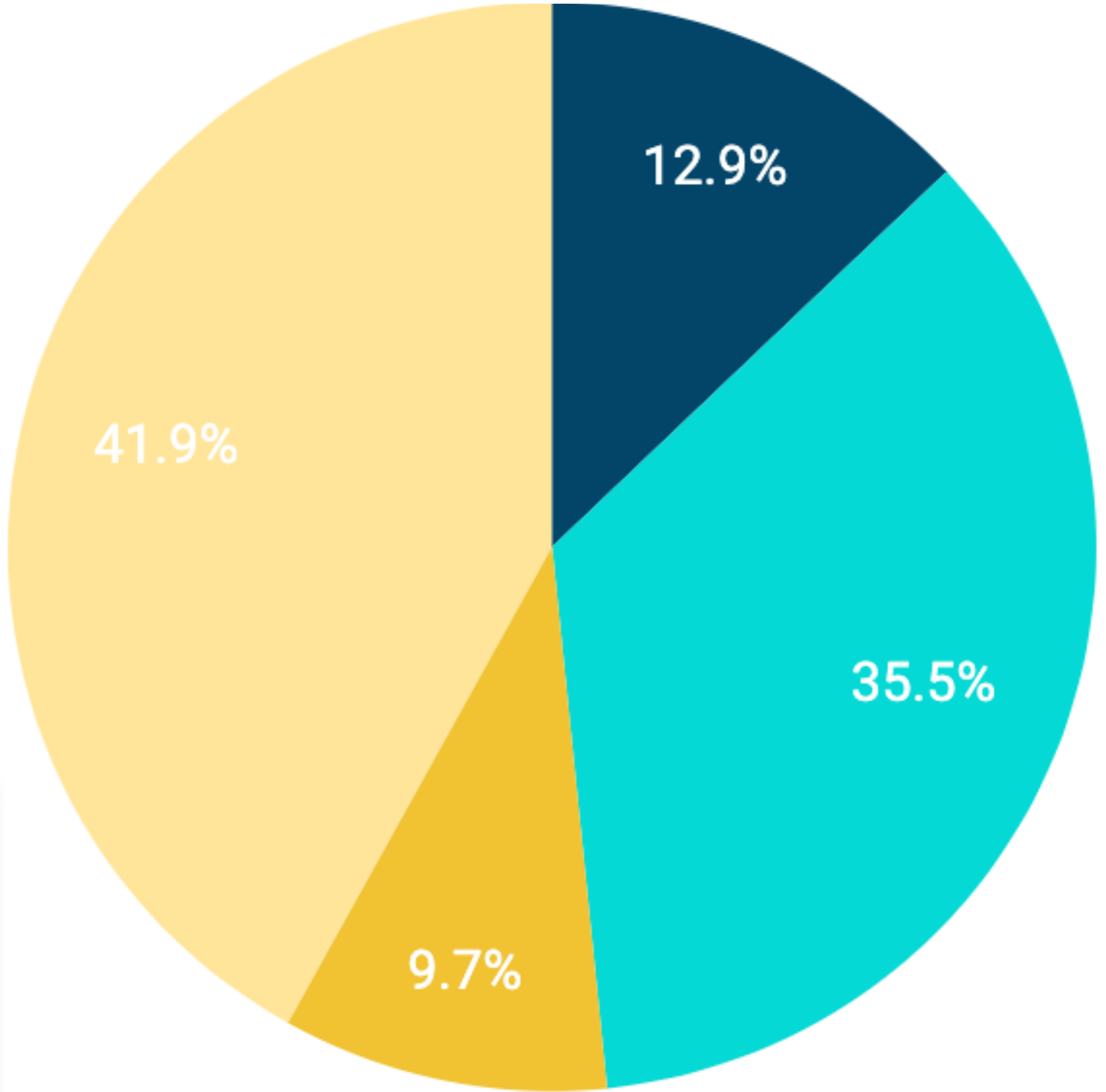
Demand for technology products and services **will increase**.



- Strongly Agree
- Agree
- Disagree



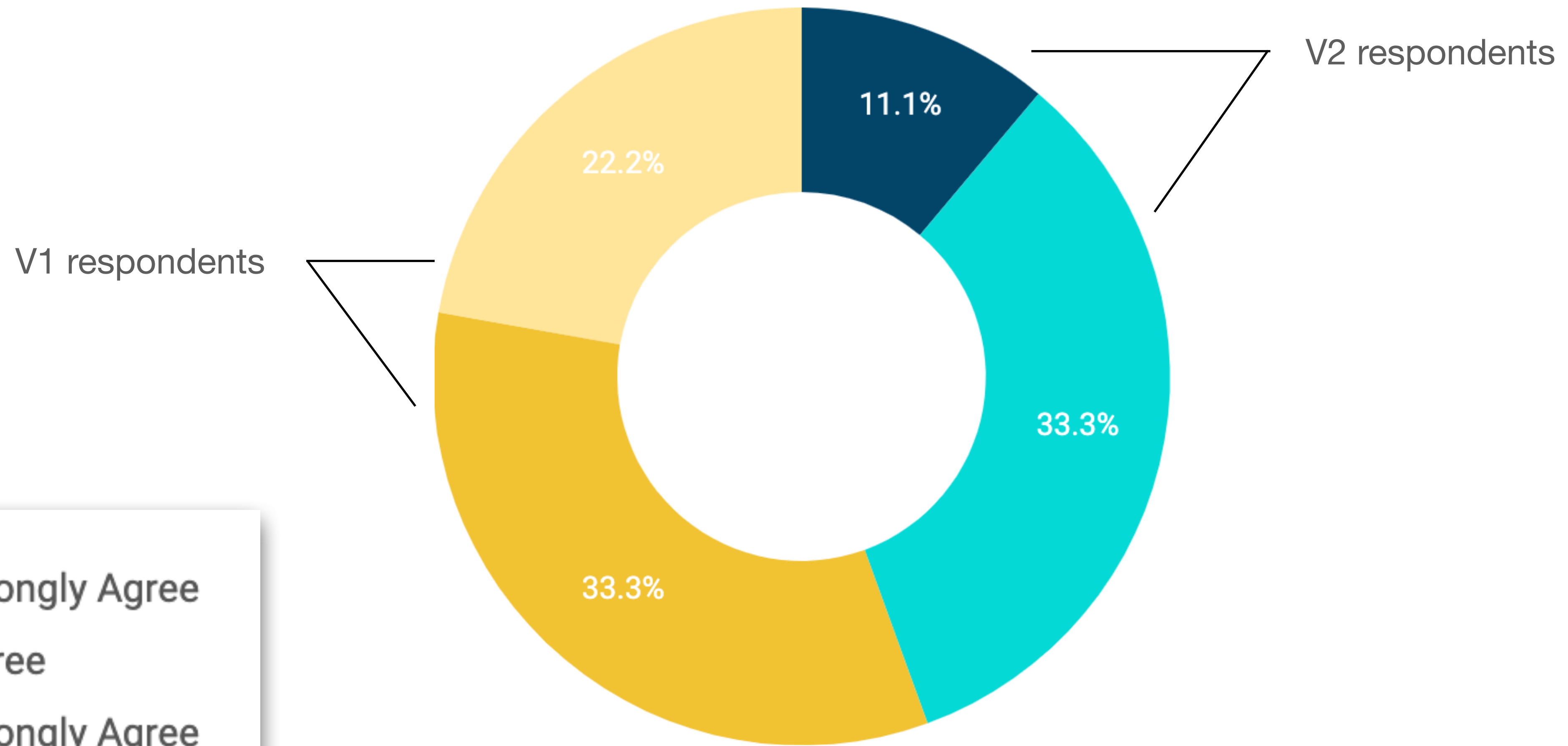
# The greatest pandemic-related concern I now have as a business leader would be...



- Changing/Pivoting Strategy
- Maintaining Culture
- Maintaining Payroll
- Uncertainty of the future



# Will the economy rebound in a “V” shaped curve?

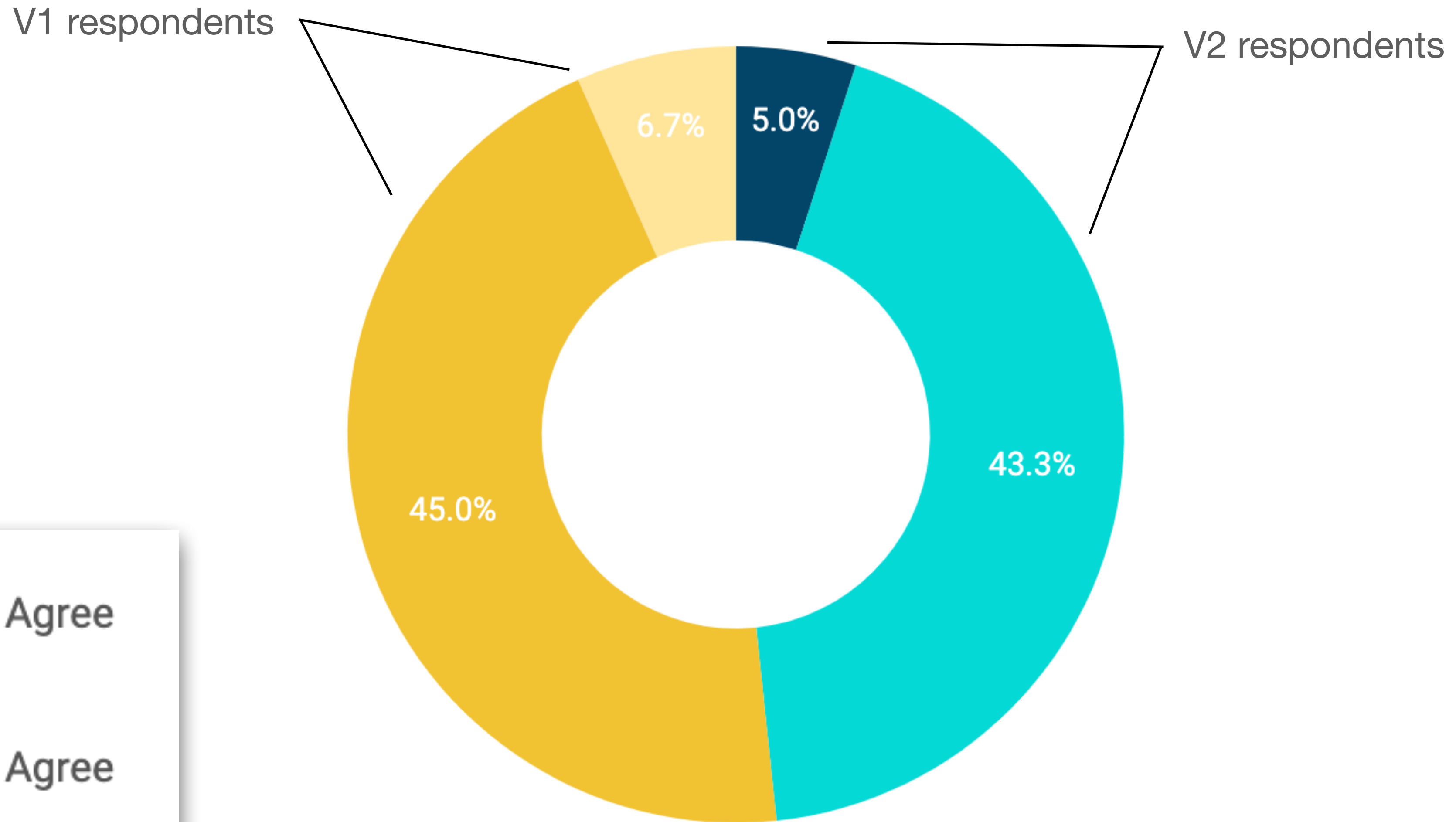


- 2 - Strongly Agree
- 2 - Agree
- 1 - Strongly Agree
- 1 - Agree





# Will the economy rebound in a “U” shaped curve?



- 2 - Strongly Agree
- 2 - Agree
- 1 - Strongly Agree
- 1 - Agree



# Analysis

**BUSINESS DEMAND REMAINING STABLE:** Though v2 findings don't show a significant rebound of demand for businesses, a slight increase in responses indicated the economic environment had produced an increased demand, or no major change in demand in their core business, products or services.

**HIRING TRENDING BACK UP:** More index respondents in v2 have indicated that hiring has resumed or increased, with a 9% increase reported since v1. Nearly 7% fewer respondents indicated that hiring has been frozen, and slightly fewer have indicated that organizations were exploring or implementing layoffs, furloughs or pay reductions.

**MANAGED EXPECTATIONS AROUND IN-PERSON WORK:** In April, there was a rosier outlook for the resumed timeframe around in-person business events, office reoccupation and business travel. Now, expectations are much more conservative. For example, more than half of the respondents expected in-person business events to resume within three months (which would have been by mid-July). Now, more than 90% of respondents anticipate waiting four or more months from mid-July to resume these events. Timeframes for in-person office reentry and business travel look similar, with more respondents anticipating a longer runway back to pre-pandemic behavior.

**CULTURE IS A CHIEF CONCERN:** Business leaders certainly have a long list of concerns related to COVID-19. Our study found that one of the most common ones may be less obvious. While "Uncertainty of the Future" came in as the most cited concern, "Maintaining Culture" was a close second. In a remote environment that pulls employees' home and work lives into the same plane, it can be a challenge to create and maintain a culture that unites, encourages and supports as effectively from a distance as it can when organizations share the same space.





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In their own words

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What do you believe will be **THE longest-lasting change to the technology industry** as a direct result of the pandemic?

***We just saw the acceleration of a digital first work environment.***

*What was in the plans for the the next 3-5 years happened in 3 months. This pivot will continue to see waves in all aspects of business. Recruitment, HR, Sales, Marketing, Management. It's also opened the doors for a much more open minded way of seeing org process and structure not through bureaucracy or chaos, but enablement and autonomy. Still a lot to learn.*

*Management and employees now accept the trade-offs, and understand the benefits, related to online meetings and working from home. **This will change how we work,** the technology we deploy, and result in a reduction of office space, business travel, and employee down-time.*



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