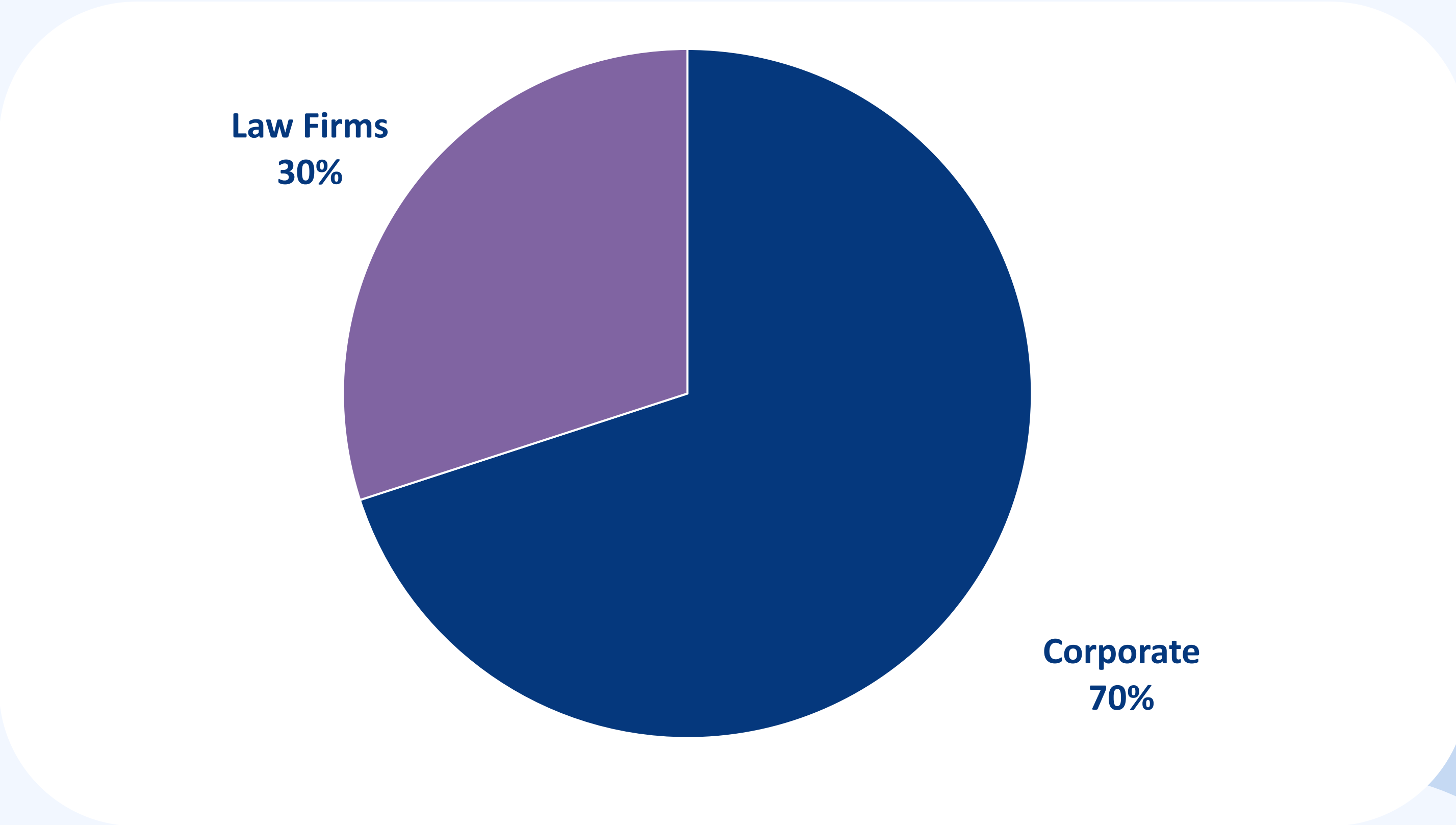


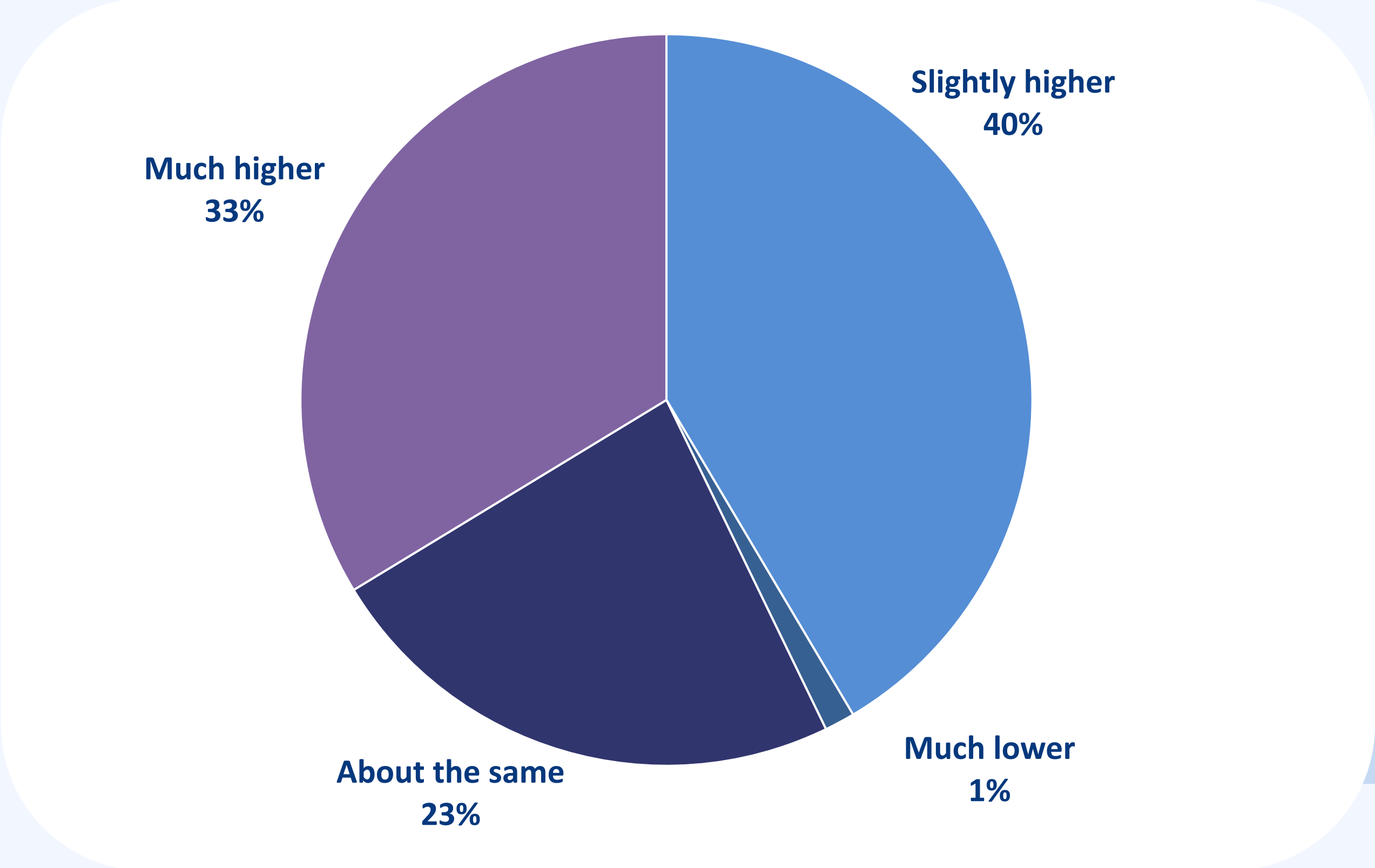
Q4 CRITICAL TRENDS SURVEY - INVESTMENT PRIORITIES



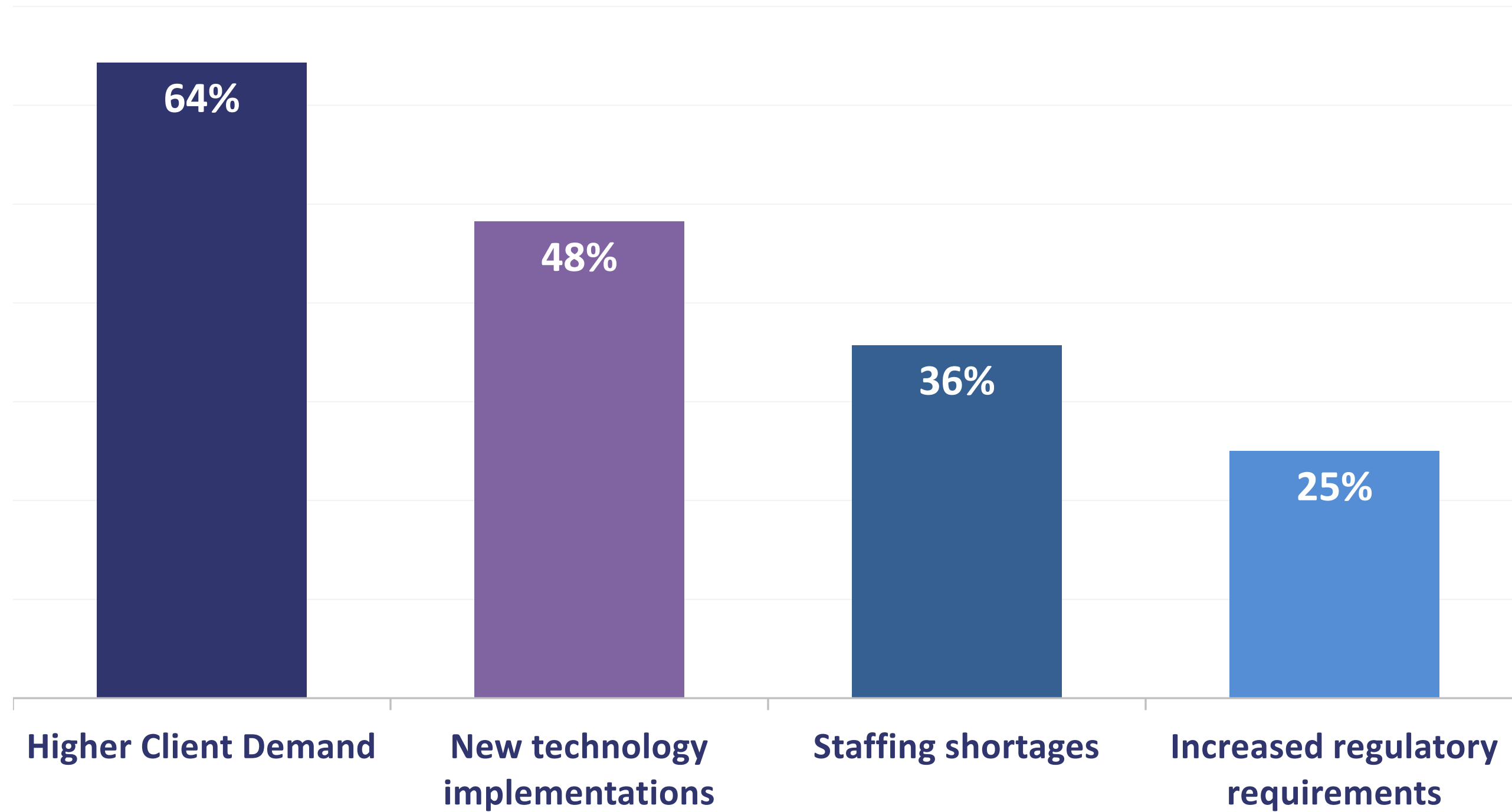
1. WHICH BEST DESCRIBES YOUR ORGANIZATION?



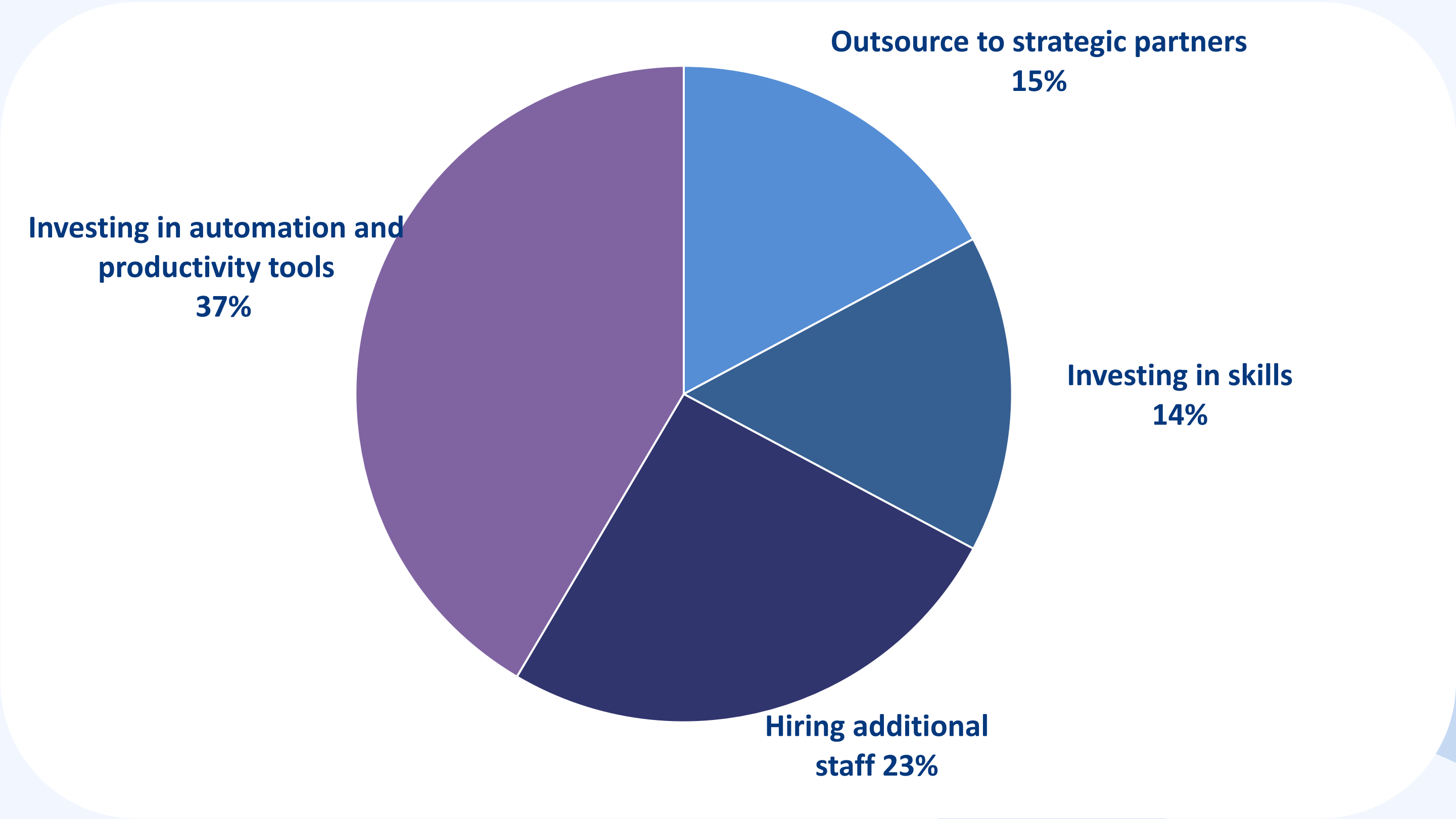
2. HOW WOULD YOU RATE YOUR ORGANIZATION'S CURRENT WORKLOAD COMPARED TO PREVIOUS QUARTERS?



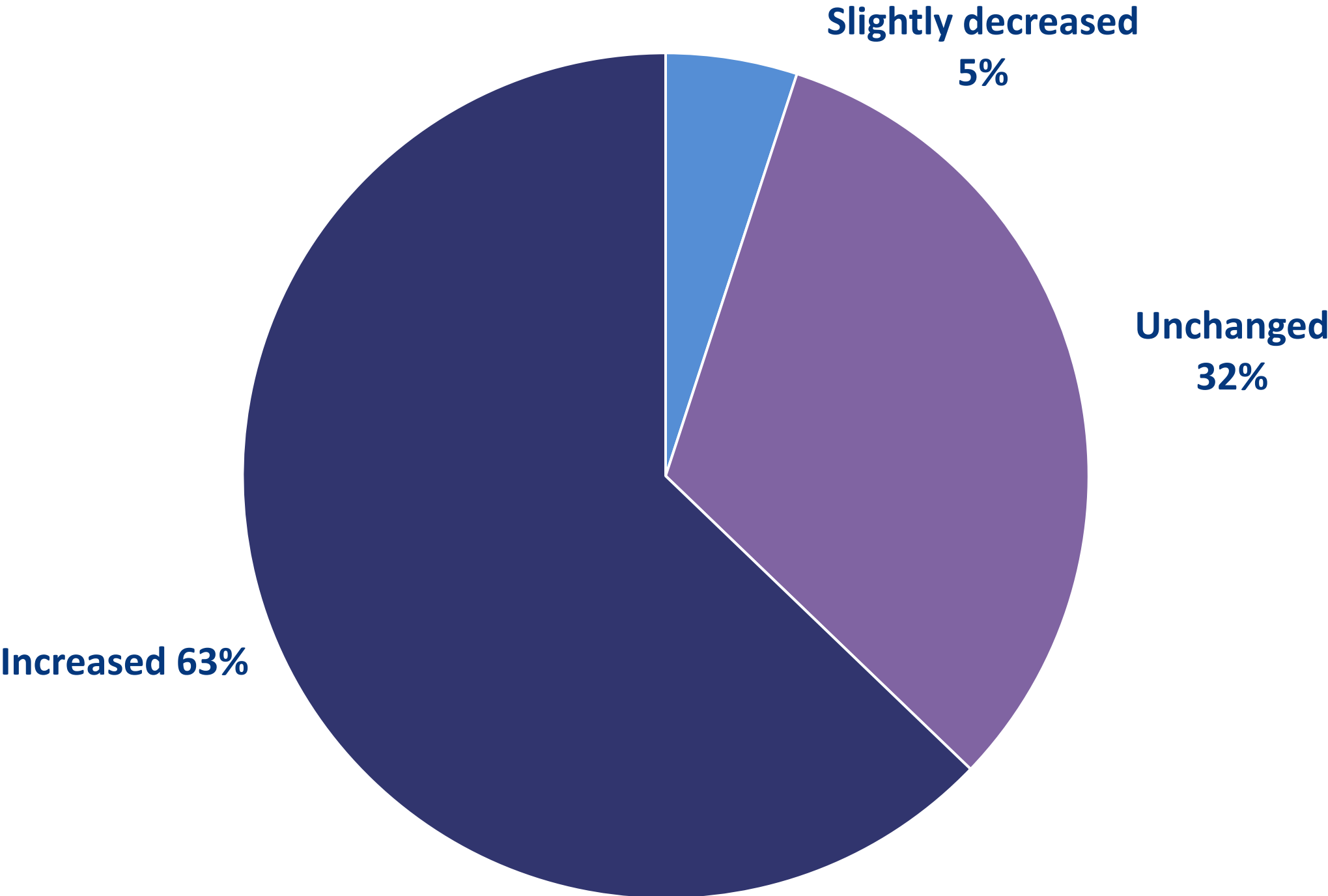
2A. WHICH FACTORS ARE CONTRIBUTING MOST TO THE INCREASED WORKLOAD AT YOUR ORGANIZATION THIS QUARTER?



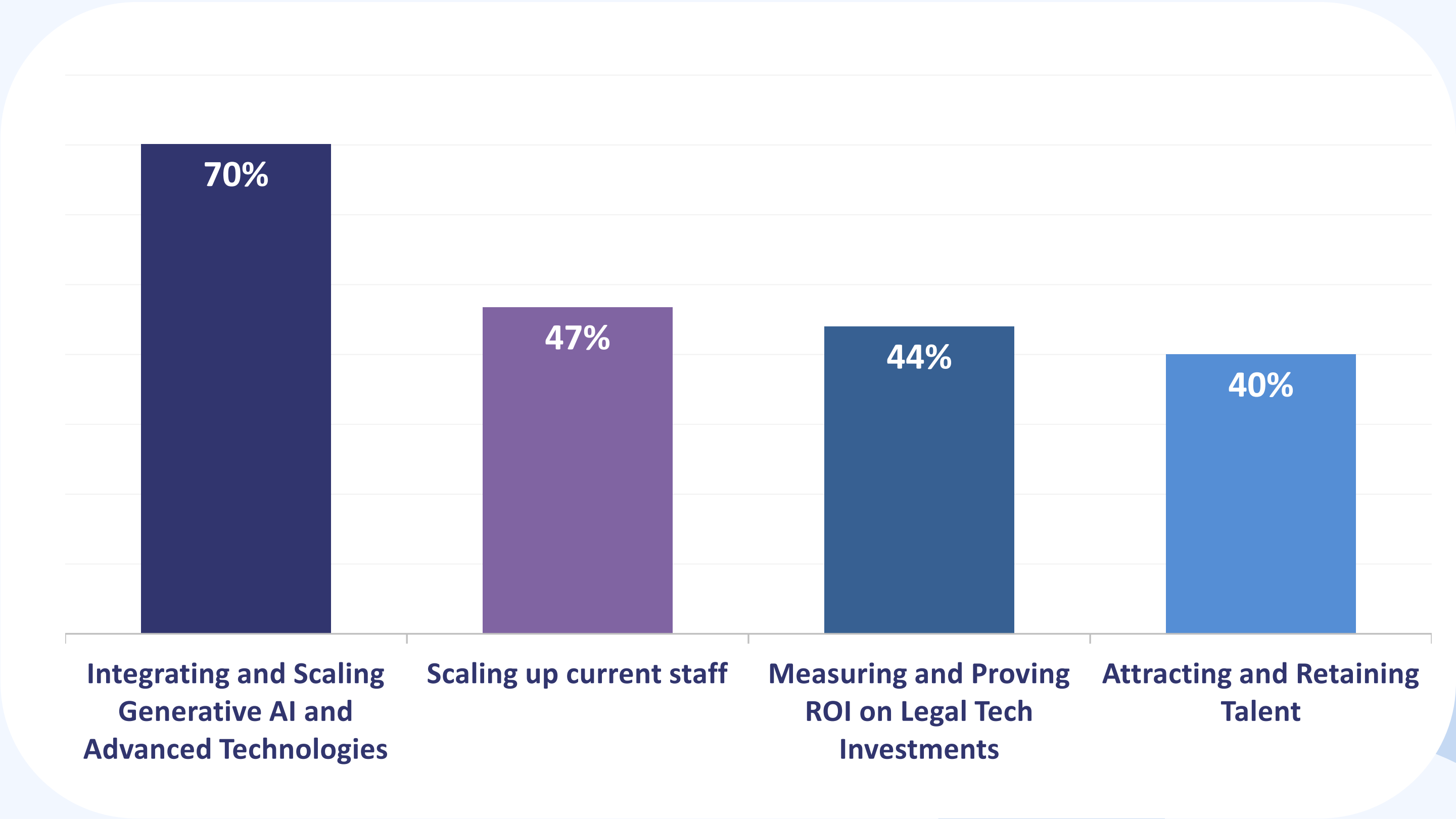
3. WHAT IS YOUR PRIMARY STRATEGY TO HANDLE YOUR INCREASED WORKLOAD?



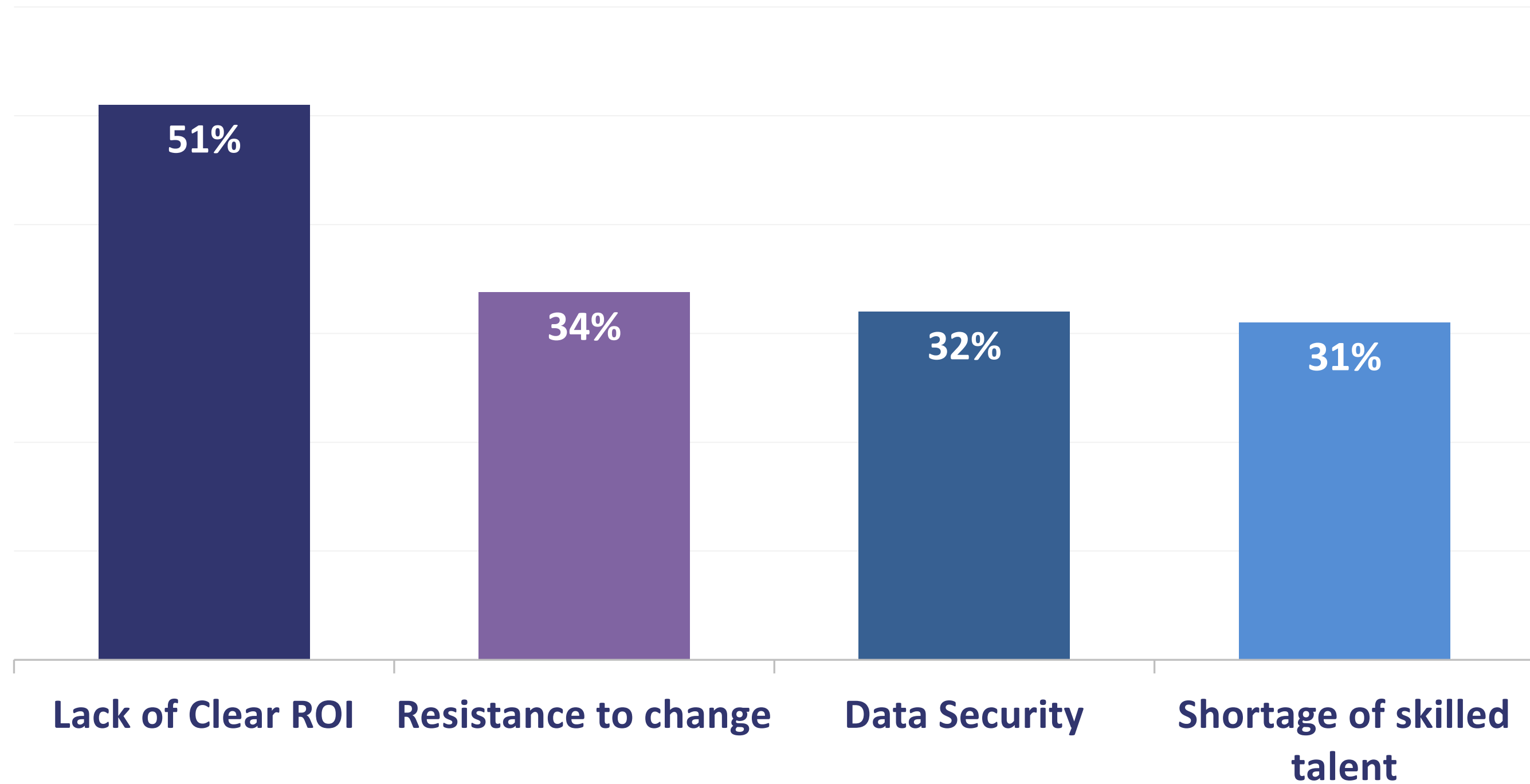
4. HOW HAS YOUR ORGANIZATION'S TECHNOLOGY INVESTMENT BUDGET CHANGED COMPARED TO LAST QUARTER?



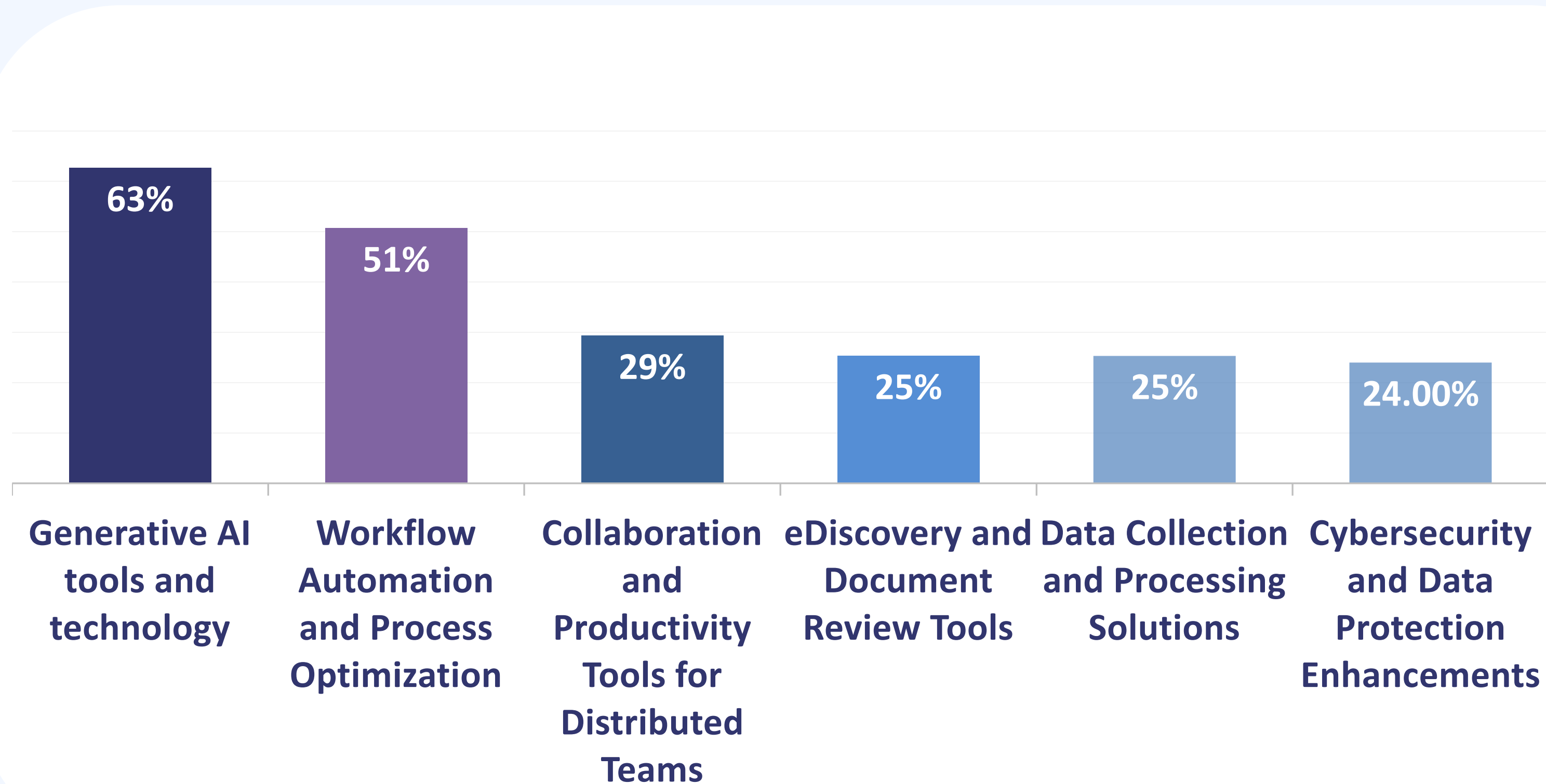
5. WHAT ARE YOUR TOP 3 CHALLENGES FOR THE NEXT 6 MONTHS?



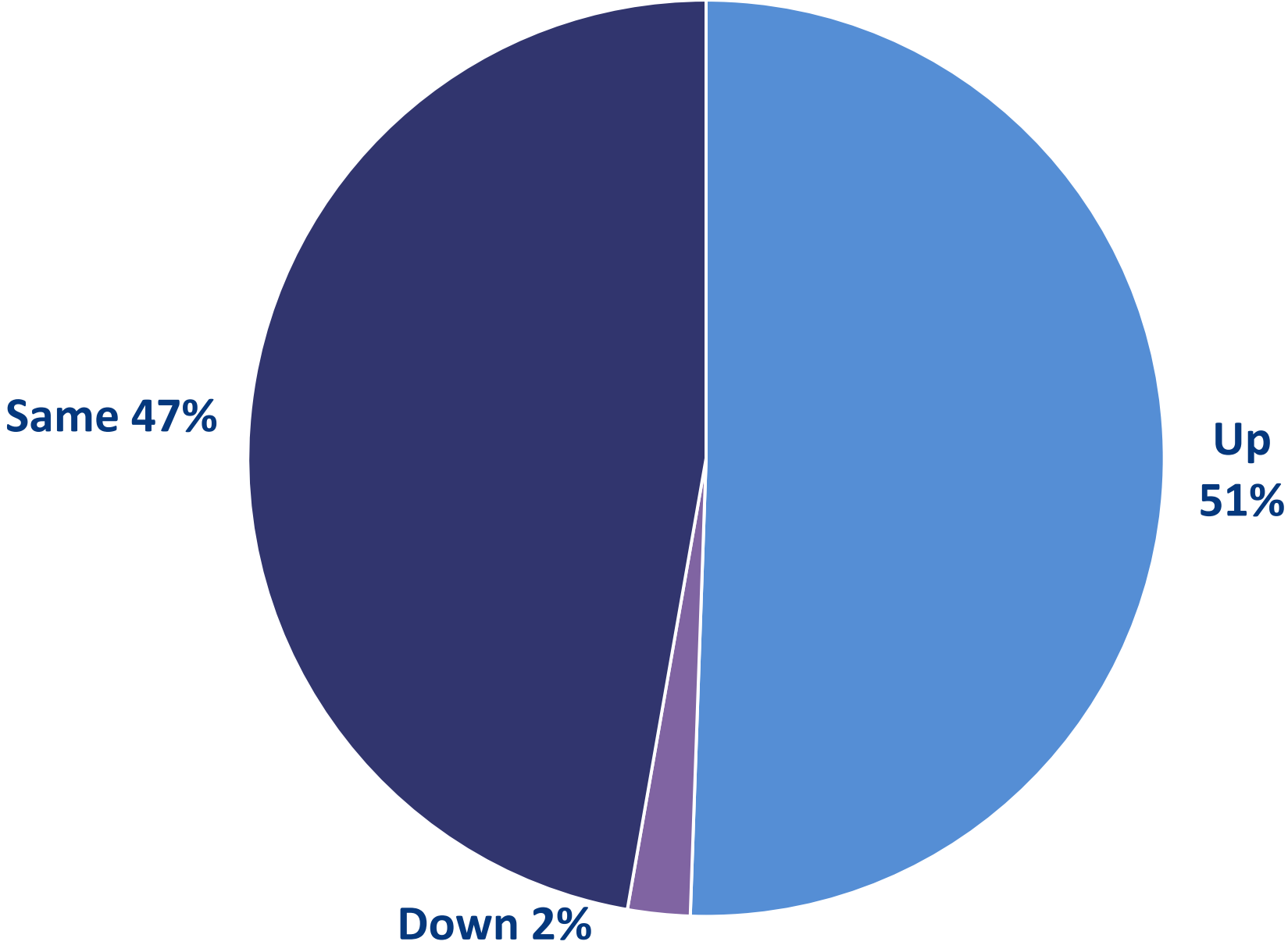
6. WHAT ARE THE BIGGEST BARRIERS TO ADOPTING OR SCALING AI INITIATIVES AT YOUR ORGANIZATION?



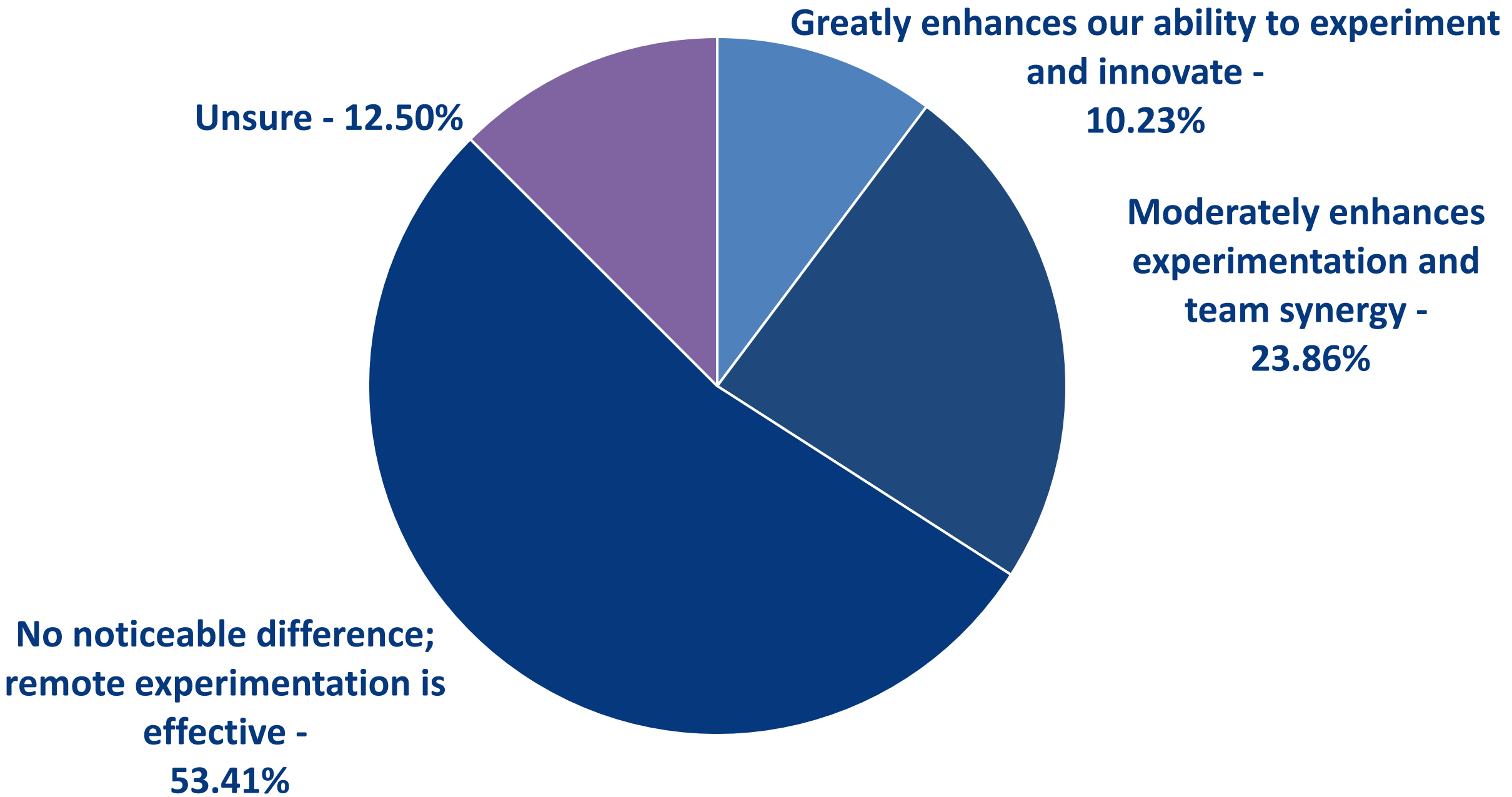
7. WHAT ARE YOUR ORGANIZATION'S TOP TECHNOLOGY INVESTMENT PRIORITIES FOR THE NEXT SIX MONTHS



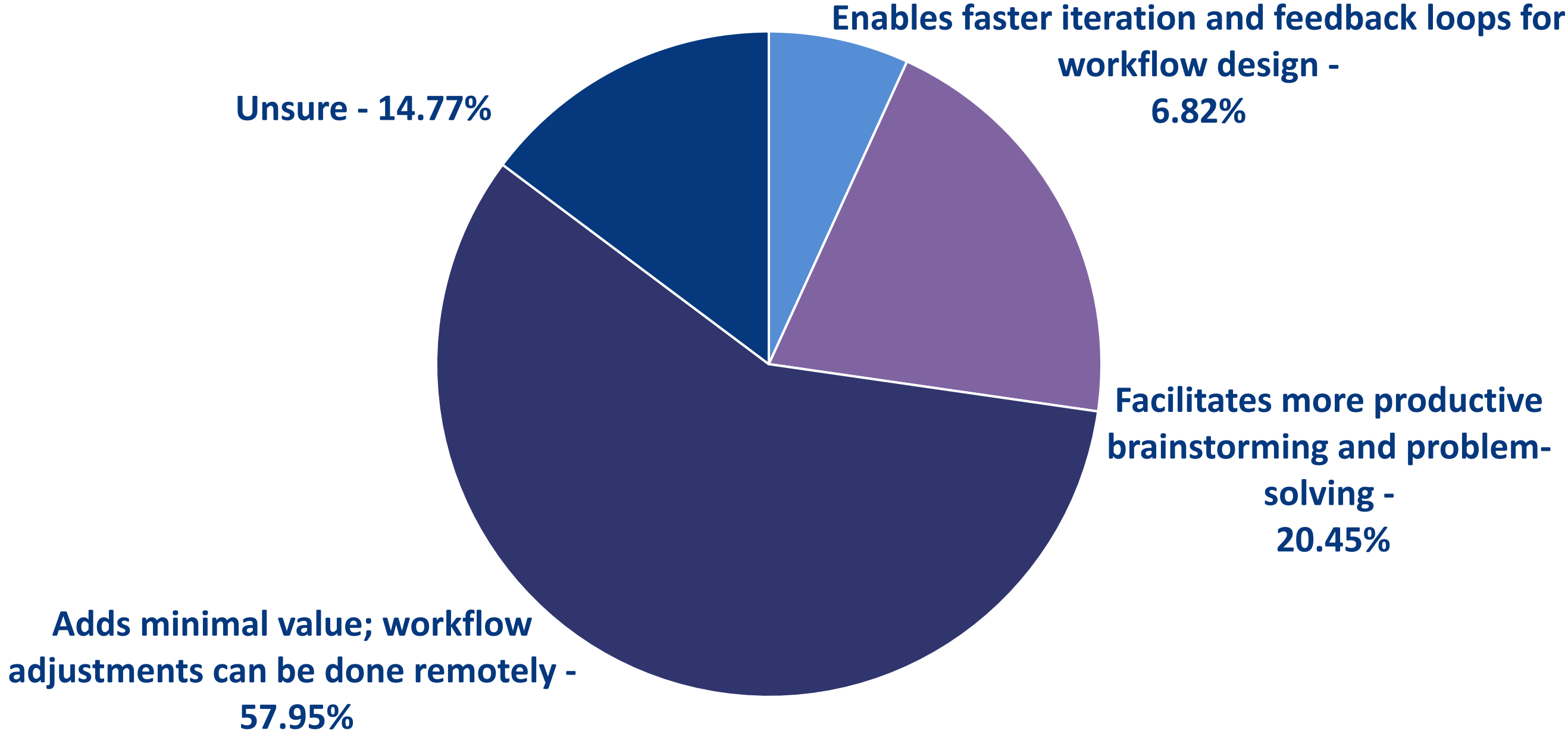
8. IS YOUR ORGANIZATION'S TRAINING BUDGET FOR GEN AI UP, DOWN OR THE SAME?



9. TO WHAT EXTENT DOES BEING IN THE OFFICE IMPROVE YOUR TEAM'S ABILITY TO EXPERIMENT AND INNOVATE WITH GENERATIVE AI TOOLS?



10. HOW DOES IN-OFFICE PRESENCE IMPACT YOUR TEAM'S CAPACITY TO REDESIGN WORKFLOWS AROUND GENERATIVE AI AGENTS AND TOOLS?



11. WHAT INITIATIVES OR SETUPS HAS YOUR ORGANIZATION IMPLEMENTED IN THE OFFICE TO SUPPORT COLLABORATIVE LEARNING ON GENERATIVE AI TOOLS?

