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**WFPMA**

World Federation of People  
Management Associations



# CREATING PEOPLE ADVANTAGE

SURVEY 2023

Companies worldwide now face **many business challenges** - the unfolding economic and civil crises, continued digital transformation and disruption and a shift to sustainability. Each challenge requires new approaches and different skills from diverse talent. This is why understanding the **role of people management for future business success** has never been more important.

The **Creating People Advantage Survey (CPA) 2023** gives you the chance to share in depth-perspectives on the most urgent HR topics – this year focusing on **managing challenging times**.

The CPA has been the world's **most comprehensive and renowned publications on people trends** in organizations since 2007. Its results (publication scheduled for October 2023) aim to improve HR departments' capabilities around the globe and enable HR leaders to drive future business success.

We invite you to participate in this **20-minute survey** for [CPA 2023](#) to

- contribute to the latest perspective on people management priorities worldwide
- create unique insights into how HR addresses the current business environment
- shape the discussion and development of people management

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

