

Press release, 11 April 2018

## Global Perspectives Barometer 2018 – Voices of the Leaders of Tomorrow

*Promising students and young professionals shared their concerns, thoughts and opinions on the future of work in the annual study "Global Perspectives Barometer - Voices of the Leaders of Tomorrow", conducted by the St. Gallen Symposium and GfK Verein. This year's study reveals the Leaders of Tomorrow's future career plans, their expectations towards potential employers and their view on the future role of human skills and Artificial Intelligence (AI) in management- and leadership-related fields.*

By setting the stage for healthy debates on this year's topic "Beyond the end of work", the results of the global study will be published and debated in the program of CNN Money Switzerland on 27 April 2018. They will be further discussed and challenged at the St. Gallen Symposium (2–4 May 2018).

### Voices of the Leaders of Tomorrow on the future of work

The full results of the "Global Perspectives Barometer - Voices of the Leaders of Tomorrow" (GPB), will be published in the light of this year's 48<sup>th</sup> St. Gallen Symposium. The results show that the Leaders of Tomorrow are optimistic about their future careers while they are primarily driven by intrinsic motivation at work. The young top talent in our study is excited about the opportunities that innovation like Artificial Intelligence offers – though they see creativity and critical thinking as a human USP and prefer human decision-makers still being in control of technology.

### The "Global Perspectives Barometer 2018" study

The 2018 study gives a voice to 1,400 young students and leaders, the generation of "Digital Natives" from more than 90 countries, providing unique insights in the minds of these "Leaders of Tomorrow". The participants in the online survey were generated from the global network of the St. Gallen Symposium and personally invited to take part in the study. With an estimated interview time of 20 minutes, the survey demanded an intense reflection of the issue at hand from the respondents. The study's report will be available for download at [www.symposium.org/globalsurvey](http://www.symposium.org/globalsurvey) as of 27 April 2018.

### About the GfK Verein

The GfK Verein is a nonprofit organization founded in 1934 to promote market research. It is comprised of around 550 companies and individuals. The purpose of the Verein is to develop innovative research methods in close cooperation with scientific institutions; to promote the training and continuing education of market researchers; to follow fundamental structures and developments for private consumption in society, the economy and politics; and to research the impact of these on consumers. The findings of the studies will be made available to the members of the Verein free of charge. The GfK Verein is a shareholder in GfK SE.

### About the St. Gallen Symposium

The St. Gallen Symposium is a student-run global forum that has been creating healthy debates on relevant topics for nearly 50 years – between generations, disciplines and cultures. The 48<sup>th</sup> St. Gallen Symposium will be held at the University of St. Gallen in Switzerland, one of the world's leading business schools. In the past, global luminaries such as Xavier Bettel, Prime Minister of Luxembourg, Professor Niall Ferguson, Harvard University, Christine Lagarde, International Monetary Fund (IMF), Jack Ma, Alibaba Group, Anders Fogh Rasmussen, NATO, Stephen Sackur, BBC Television Centre, and Tidjane Thiam, Credit Suisse Group AG, have contributed to the "St. Gallen debates."

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