



Tatum's Survey of Financial Executives Shows Improvement; Identifies Factors That Will Have Biggest Impact on Financial Landscape in 2012

Firm also identifies trends affecting businesses next year

BOSTON, Mass., December 20, 2011 – According to a recent poll of financial executives conducted by professional services firm Tatum, the decline in overall business conditions experienced over the past months is waning, with the [Tatum Index of Business Conditions](#) showing a strong increase over the months of October and November. The survey showed improvement in key economic indicators such as hiring, capital availability and capital expenditures.

When asked which factors will significantly affect the economic landscape in 2012, CFOs cite several factors:

- Unpredictability surrounding the upcoming election
- Continuing uncertainty of the marketplace
- Concerns over unemployment

The survey also found that the European debt crisis and US debt levels will continue to cause concern and uncertainty in 2012.

In addition, some CFOs identified trends that they believe will help businesses in 2012:

- Cloud computing is seen as a tool that can help free up capital typically spent on technology infrastructure—which could then be invested in other aspects of the business.
- Companies are increasingly utilizing part-time hiring to retain flexibility while pursuing growth. This trend could be an indication that temporary employment might become the new norm.

“There are multiple domestic and global factors that will clearly impact the US economy next year,” said Karen Macleod, President of Tatum. “Even so, it’s encouraging to see trends like cloud computing and more flexible hiring tactics that should have a positive impact on the 2012 business climate.”

About the Survey of Business Conditions

Each month since 2001 Tatum takes a survey of its executive and consulting professionals nationwide to gain insight on the U.S. business climate. The survey measures business conditions for the past 30 days and looks ahead to the next 60 days, capturing opinions of CFOs, Controllers and CIOs in a broad base of industries across the country, offering a read on the pulse of the US economy.

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About Tatum

Tatum (tatumllc.com) offers C-suite clients a broad range of customized solutions from strategy and leadership through project execution. Tatum, a Randstad company, is a national professional services firm with a network of nearly 600 professionals – the majority of whom are C-level executives.

About Randstad

Randstad is an \$18.8 billion global provider of HR services and the second largest staffing organization in the world. From temporary staffing to permanent placement to inhouse, professionals, search & selection, and HR Solutions, Randstad holds top positions around the world and puts approximately 27,500 corporate employees to work from its nearly 4,200 branches and inhouse locations in 43 countries. Founded in 1960 and headquartered in Diemen, the Netherlands, Randstad Holding nv is listed on the NYSE Euronext Amsterdam.

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