

## Cut through **THE NOISE**

Economic analysis that drives impact



**Knowledge is power.** And that means the right evidence is a competitive advantage. Whether you're looking to enter a new market, lobby government for policy change, quantify the impact of new legislation or shift perceptions with your employees, customers or shareholders.

CBI Economics is your business' economic consultancy: empowering you with the credible, impartial analysis that will help you land your key message and drive impact.

### We offer:

- Business surveys to gather the insights of UK firms
- Bespoke economic analysis to build your evidence base
- Economic briefings to help your board understand the factors driving the macroeconomic outlook
- Benchmarking and best practice
- Macroeconomic forecasting from one of the top 3 UK forecasters
- Policy analysis and recommendations.

### Solve any challenge with powerful evidence

If you're looking to win over customers and boards, we'll equip you with the evidence that showcases your positive impact on people, communities and economies.

If you've got critical decisions to make, we'll analyse whether a specific investment will generate ROI, or what impact a policy or regulatory change could have on your organisation.

If you need to land your campaign with policymakers, we'll build a compelling economic case for your arguments. Because CBI Economics truly understands how the government gathers evidence and makes decisions, you'll be in the best possible position to drive change.



**We needed a partner who really understood the policy landscape...**



# CBI Economics



## What could CBI Economics do for your business?

We're the economic consultancy of choice across industries, with a track record of delivering analysis that drives results. We've estimated the economic potential of regional clusters to help Lloyds Banking Group make investment decisions. Assessed the economic impacts electrification will have on the automotive sector for the Energy and Climate Intelligence Unit. Scanned the horizon to help a nuclear waste management business plan for the future. And created the key piece of evidence used by the Recruitment and Employment Confederation to urge MPs into action around labour shortages.



**We needed a partner who really understood the policy landscape in which we operate and there was no better choice than the CBI Economics team. The quality of the research coupled with the breadth of expertise and knowledge in the team has produced an outstanding piece of work."**

Luke Hamm, GovGrant

**Request a free half hour consultation to find out what CBI Economics could do for your business.**

