

The Shifting Priorities of a CEO

Concerns and the Road Ahead

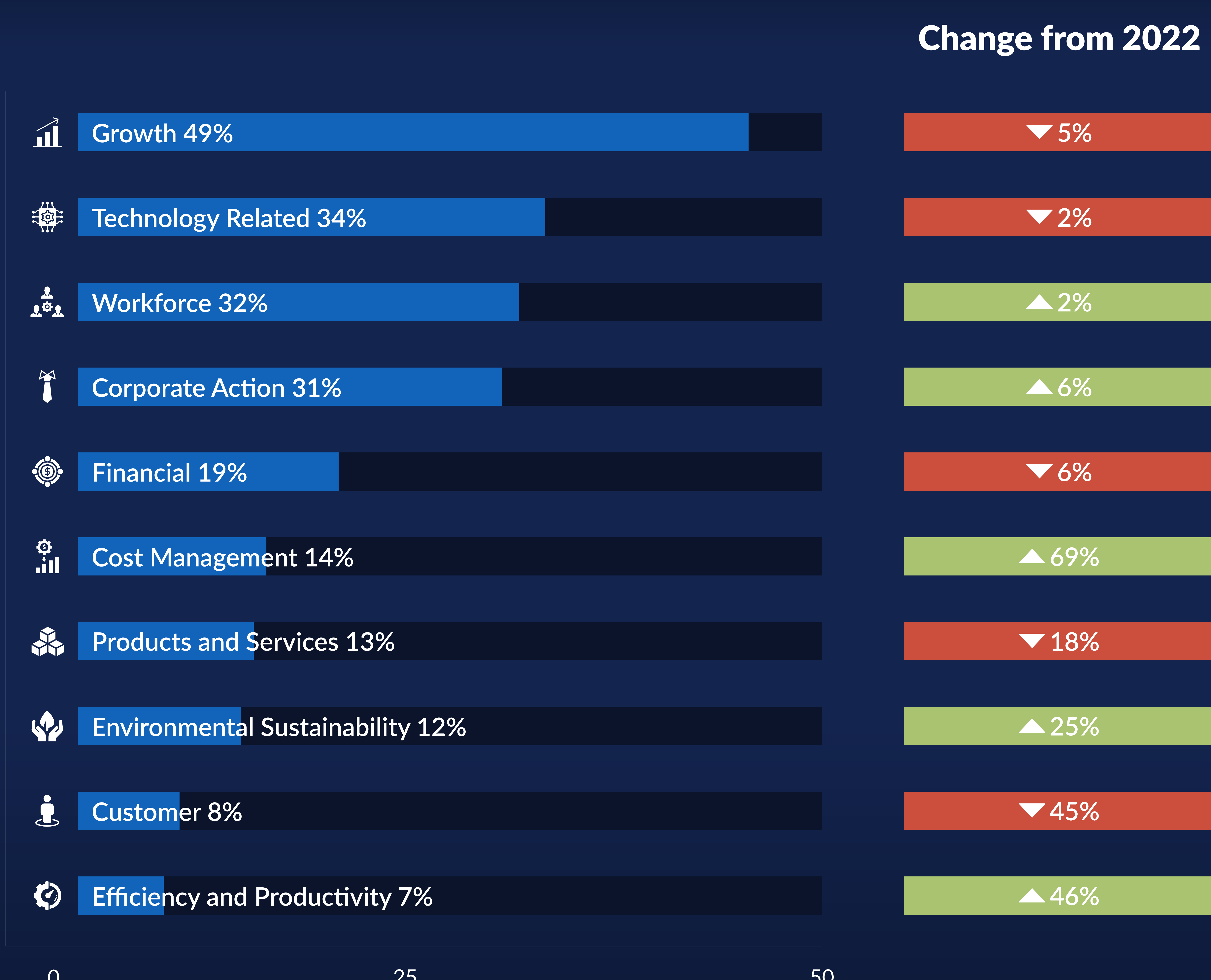


Despite short-term concerns, CEOs are placing growth at the forefront of their priorities.

- The pandemic permanently altered behaviors of consumers and employees, requiring adoption of long-term strategies by organizations and an opportunity to capitalize on these changes
- CEOs are cautiously shifting toward long-term planning as short-term reactivity in recent years is giving way to relative stability.¹
- Most CEOs recognize the critical importance of reinventing their businesses for the future, as 40% believe their organizations will become economically nonviable in a decade if they persist with the status quo.²

Key Focus Areas for CEOs in 2023 and 2024¹

CEOs may pause for a short while, but they will regain confidence in **2023** and adopt a growth-oriented mindset in **2024** and beyond.



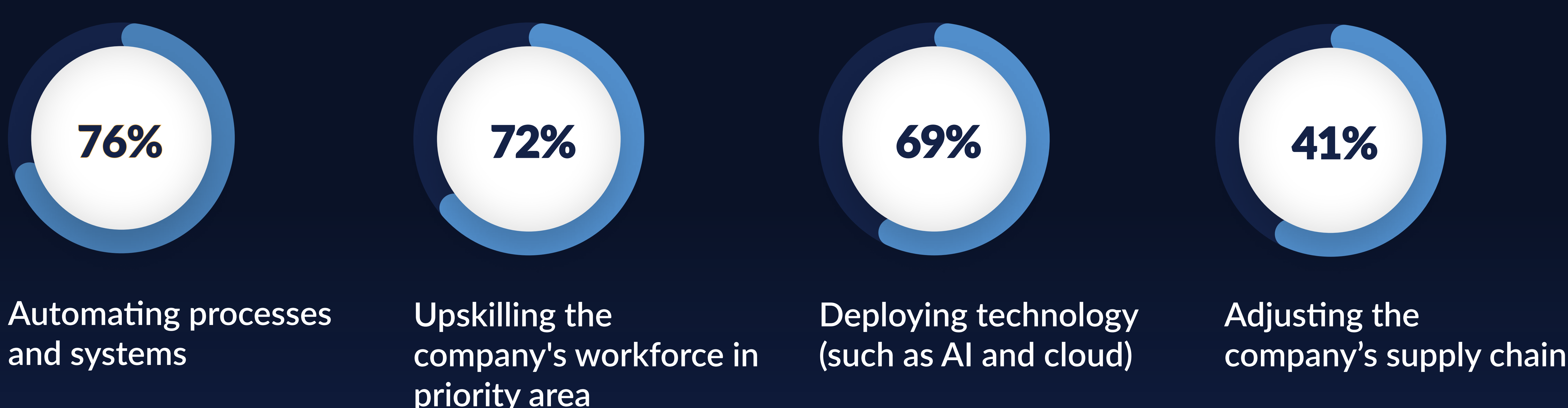
CEOs are implementing three key strategies to improve financial performance without disrupting M&A strategies: reducing operating costs (**52%**), diversifying products/services (**48%**), and raising prices (**51%**).²

The Pursuit of Innovation: Embracing Change for Business Transformation

- CEOs devote **47%** of their time to **reinvention in business** but desire to allocate 57% for future success.²
- Technology investments are a key focus, with **75%** of global companies prioritizing automation, upskilling, and technologies like AI.²
- Around **60%** of these investments aim to transform the business for the future, while **40%** aim to maintain the status quo.²



Top 4 Investments CEOs Are Likely to Undertake in the Next 12 Months:²



- By **2025**, CEOs will prioritize productivity as a top **5 strategic** business objective¹
- Key drivers of business productivity will involve¹:
 - Actively utilizing data science to discover cost-effective improvements
 - Implementing technologies like AI, autonomous vehicles, cobots, and blockchains to achieve significant digital productivity advancements
 - Leveraging **data science** for cost reengineering and improved productivity measures

LatentView Analytics Roundtable Series

Pause, review, and re-align your organizational priorities and streamline operations, improve efficiency, drive growth, and ultimately achieve better outcomes by harnessing the power of data analytics. Learn more at the 15th edition of LatentView Analytics Roundtable titled "Chaos to Clarity: Analytics can help you reprioritize" scheduled on July 14, 2023, at The Pierre, New York. To attend the event, [register here](#).