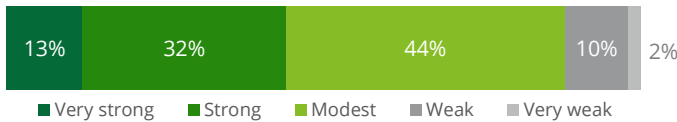


### Winter 2023 Fortune/Deloitte CEO Survey

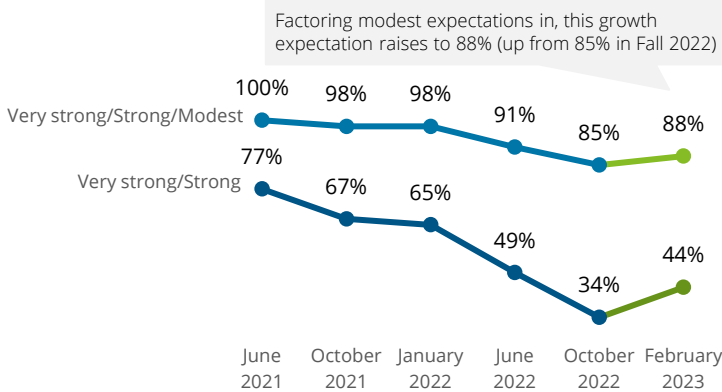
Once again, CEOs are starting the new year on a positive note. However, a more nuanced observation of their responses suggest this current optimism may not just be because of the season.



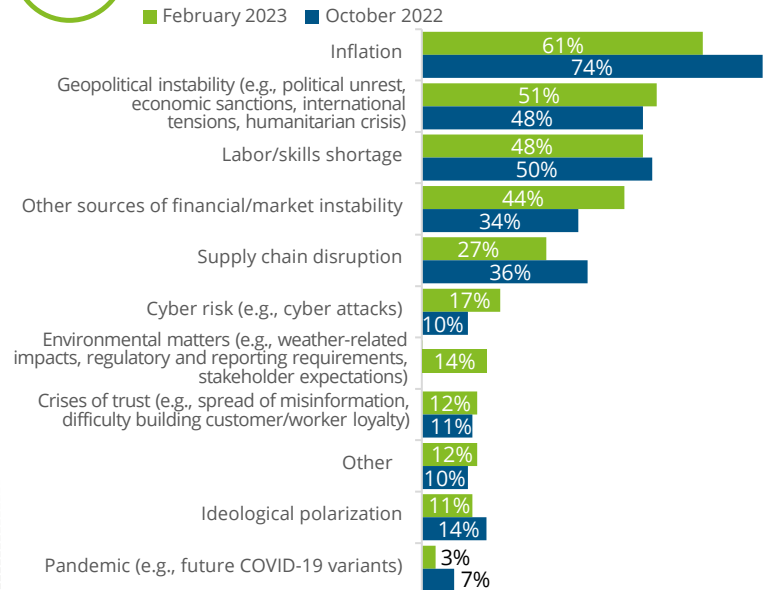
Over the next 12 months, I expect my organization's growth to be:



Growth expectations have ticked up from October 2022, but not quite to June 2022 levels

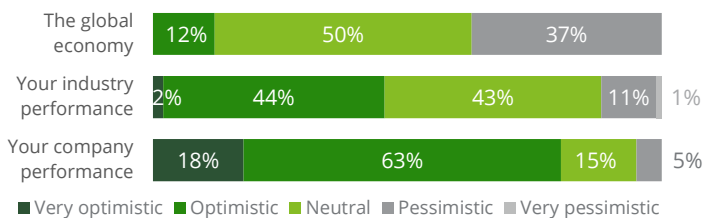


What external issues do CEOs expect to influence or disrupt their business strategy within the next 12 months?



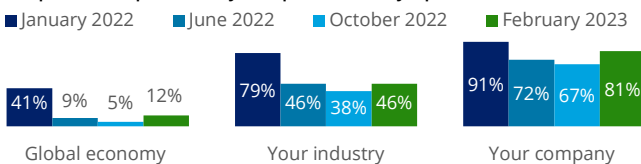
What is your personal outlook toward the following areas over the next 12 months?

Pessimism is highest toward global economy (37%)—but a vast improvement from October 2022 (76%) and June 2022 (67%)

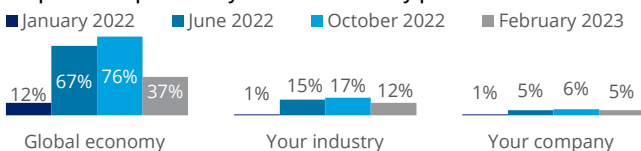


Optimism is on the upswing, and pessimism is down, surpassing June 2022 levels

Comparison to past surveys - Optimistic/Very optimistic



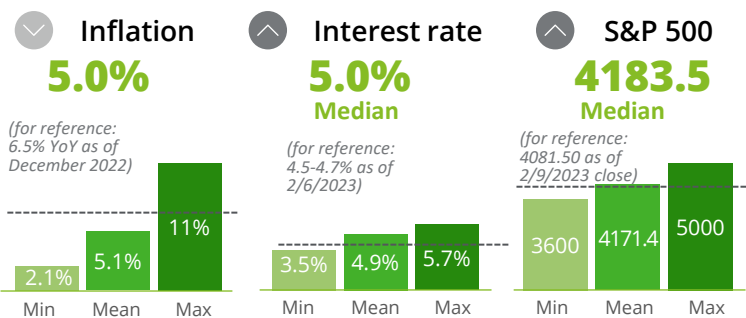
Comparison to past surveys - Pessimistic/Very pessimistic



Note: Due to rounding, percentages may not always appear to add up to 100%.



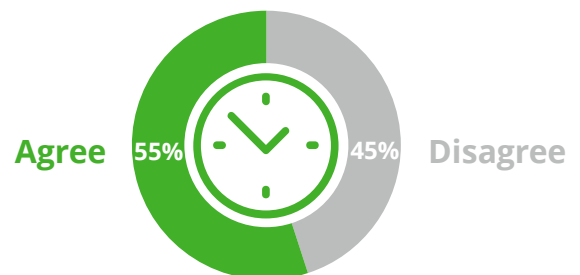
What is your best prediction regarding the below on June 30, 2023:



While inflation remains a top disruptor, CEOs predict that the pace of inflation will ease by mid year

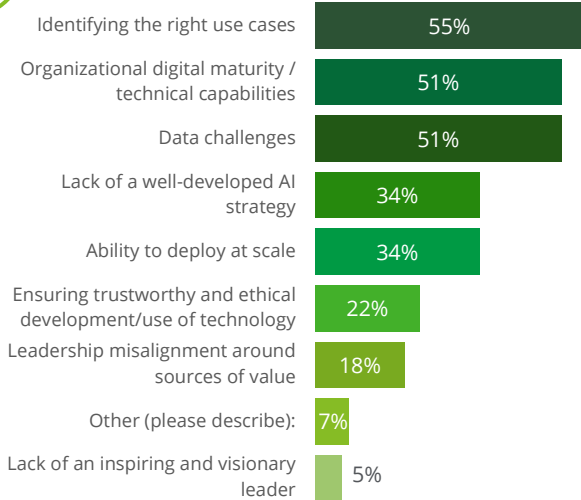


I have increased the time I spend on the threats my company will face in the next ten years and decreased the time I spend on the economic consequences of the next twelve months.





## What are the major barriers to creating business value with AI?

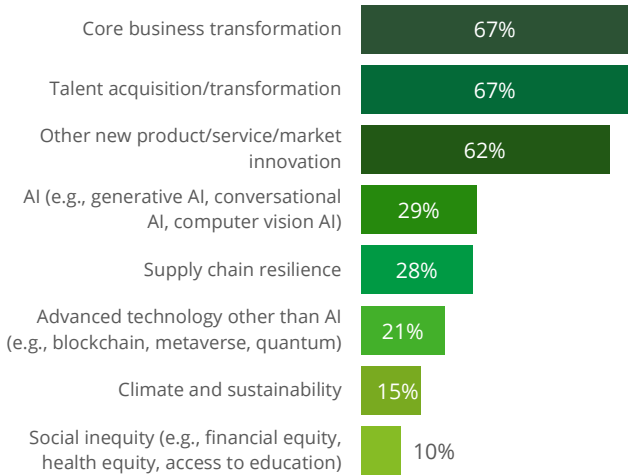


Note: CEOs were asked to select all that apply.

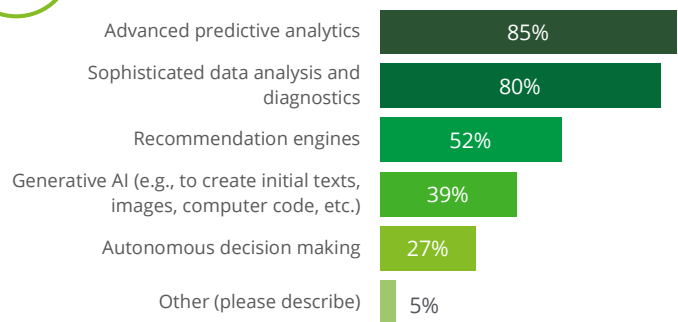


## How will your organization prioritize investments in the following over the next year?

Percent of CEOs choosing each area as one of their top three priority investment areas (i.e., ranked 1st, 2nd, or 3rd)



## In my industry, currently (or in the foreseeable future), I see AI as a platform for:



Note: CEOs were asked to select all that apply.



## The biggest challenge I face as a CEO today is:

Note: Topics in the word cloud are edited for clarity.

The talent equation—absolutely critical for our growth and execution going forward.

Keeping talent and finding more.

Ensuring that we maintain a rapid pace of innovation even as we incorporate new knowledge domains into our healthcare technology portfolio.

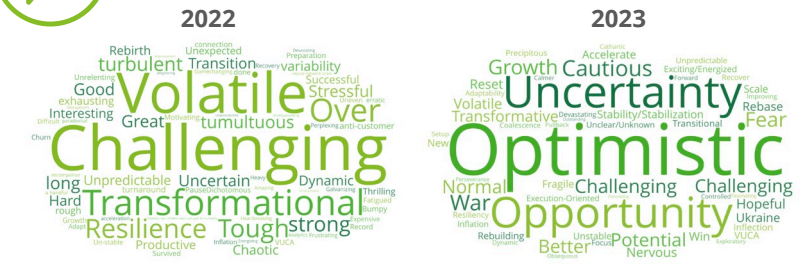


Navigating inflationary pressures and a more challenging economic environment.

Managing the rapid pace of internal change necessary to transform the organization while reacting to macro economic/political conditions/developments that are outside our control.

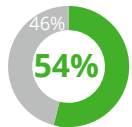


## CEOs described the year behind and ahead:



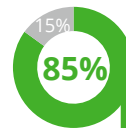
## The following are best achieved through business collaboration rather than competition:

■ Agree ■ Disagree

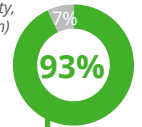
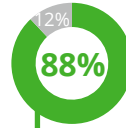


Development of advanced technologies (e.g., AI, quantum, blockchain, metaverse, etc.)

Development/adoption of trustworthy and ethical technology — Energy transition and energy resilience

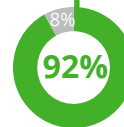
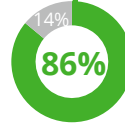


Societal inequity (e.g., income inequality, housing and food security, health equity, education)



Climate change

Cybersecurity risks — Trust in institutions



Geopolitical stability

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