

Redefining business success in a changing world

PwC's 19th Annual Global CEO Survey

Only **31%** of CEOs believe the economy will improve in 2016



Only a third of CEOs feel very confident about their own revenue growth



78% of CEOs see more threats today vs 3 years ago



Cyber



Speed of technological change



Availability of key skills

CEOs are responding by:

73% Implementing cost-reduction initiatives



41% Decreasing headcount

But they need to be looking more broadly as stakeholders expect more



8 out of 10 CEOs

Acknowledge top talent want to work for companies with social values that align to their own



Over half believe creating value for wider stakeholders helps them to be profitable



The top 2 things holding CEOs back from responding to wider stakeholders are:

1. Additional costs to the business
2. Conflict between stakeholder's interest and financial performance expectations

They're still very focused on financial returns

71% say investors are looking for income and capital growth

VS

20% whose investors are seeking ethical investments



And this is reflected by only

24% believing R & D and innovation generates a solid return by engaging stakeholders



The top 3 technologies that will generate the greatest return are:



Data and analytics



Social media



CRM systems



Australian CEOs believe that key risks and innovation are the top 2 ways to deliver a more sophisticated approach to measuring success and value for stakeholders.

Government has a key role to play. The top priorities for government as perceived by Australian CEOs include:



A stable and effective tax system (61%)



Adequate physical and digital infrastructure (53%)



A skilled workforce (49%)



82% of CEOs believe business success in the 21st Century will be redefined by more than financial profit