



# PwC Australia's 23rd CEO Survey

## Opportunity within uncertainty

The 2020 outlook is stark. Only 11% of local CEOs anticipate global growth will improve, a significant reduction from 40%. Increasing pessimism means global and local CEOs have some tough decisions to make; this is no time for complacency.

CEOs who are confident in these uncertain times believe differentiating capabilities will enable their strategic goals. Confidence is coming from organisations who are able to distinguish themselves. There is opportunity within uncertainty.

### Growth

**Sluggish growth should spark Australia's CEOs into action, not caution**

**80%**

of local CEOs are concerned about economic growth



The path forward is fraught with uncertainty, but there are advantages to be gained for organisations willing to step out of the comfort of complacency.

### Skills

**A local skills problem that needs solving to enable growth**

**78%**

of local CEOs say that availability of key skills is a top threat to growth



With the availability of key skills a top threat to growth, organisations committed to progressing on their upskilling journey will be the ones to reap the rewards.

### Technology

**The technology blind spots hampering business growth**

**73%**

of local CEOs have identified speed of technology change as an obstacle to growth



Organisations are operating in an environment where technology is both fostering inclusion and also dividing people. Opportunity awaits for organisations solving trust issues.

### Climate Change

**Rising fear among CEOs that climate change threatens business growth**

**65%**

of local CEOs reveal climate change and environmental damage as a top risk to growth



Concerns around climate change and environmental damage as a threat to growth have been increasing year on year. Now, there is converging sentiment and expectation that climate change is a business issue, as well as a broader societal issue.

### Trust

**Complacency around trust especially in relation to wages is a threat to growth**

**63%**

of local CEOs cite the lack of trust in business as a threat to growth



Leaders are acting on new expectations from stakeholders, but recent high profile cases in wages trust, means complacency around trust cannot be allowed.

Opportunity within uncertainty explores the actions business leaders should take in 2020 to avoid complacency, differentiate organisations and set up success.

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