

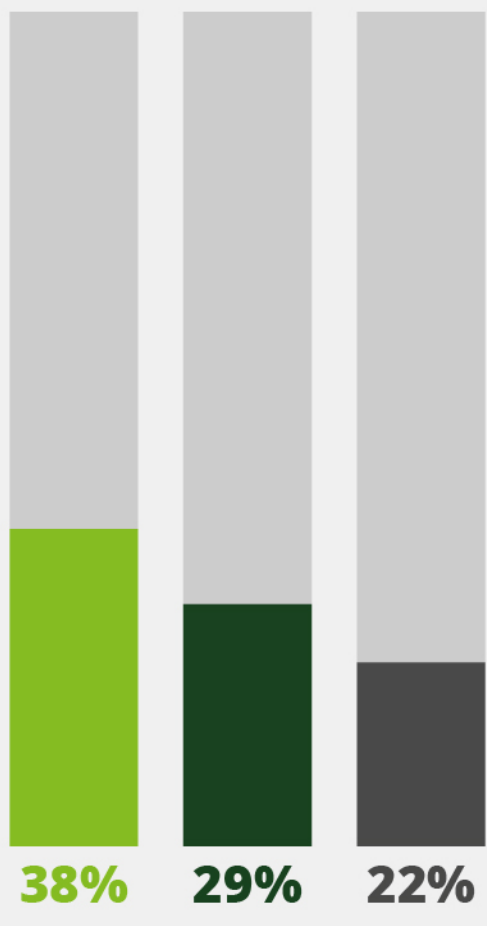
# Creating a measurable impact:

## Deloitte Global inclusive growth survey

The onset of the Fourth Industrial Revolution is causing rapid economic and social change, leaving millions of people behind. With these rapid changes, the value of business-led inclusive growth efforts continues to be seen.

Today, executives are fueling meaningful progress towards achieving inclusive growth, and are embedding it within business priorities as they take a broad approach to addressing today's headline grabbing issues.

Global business leaders are looking to tackle a wide range of issues, and the top issues global businesses are focused on differ across regions



### 38% of business leaders in APAC

ranked eliminating the digital divide as a priority, compared to **29%** in North America and **22%** percent in EMEA

The digital divide ranked as the number two issue APAC leaders are addressing with their IG efforts. Sustainability efforts ranked as the number one issue across regions

While IG initiatives are embedded in business strategies, resources are still lacking



### Only 15%

of executives feel very confident in their resources to execute on inclusive growth efforts



Furthermore, executives aren't reviewing their current efforts often enough. **88% do it once a year or every other year**, signaling a need for more resources to effectively measure efforts

Return on investment: Measuring internal and external factors

**65% percent of business leaders** evaluate the ROI on inclusive growth by **improved employee engagement and retention**

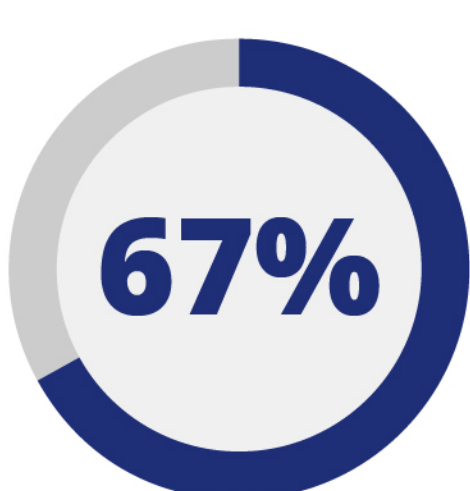
**Only 16% of surveyed executives claimed to use quantitative metrics** to evaluate the return on inclusive growth initiatives (e.g., the number of students graduating thanks to an educational program)



Public sentiment and media coverage hold valuable influence over inclusive growth efforts



**Over two-thirds** of global executives noted that external factors **such as public sentiment + media coverage** are encouraging them to take new actions or add momentum to efforts that are already in progress



of global business leaders noted the **#MeToo movement** as having the biggest influence