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.

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?

- N/A

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

- N/A

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

- Inflation: 5.0%
- Interest rate: 5.0%
- S&P 500: 4183.5

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?

- Identifying the right use cases: 55%
- Organizational digital maturity/technical capabilities: 51%
- Data challenges: 51%
- Lack of a well-developed AI strategy: 34%
- Ability to deploy at scale: 34%
- Ensuring trustworthy and ethical development/use of technology: 22%
- Leadership misalignment around sources of value: 18%
- Other (please describe): 7%
- Lack of an inspiring and visionary leader: 5%

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)

- Core business transformation: 67%
- Talent acquisition/transformation: 67%
- Other new product/service/innovation: 62%
- AI (e.g., generative AI, conversational AI, computer vision AI): 29%
- Supply chain resilience: 28%
- Advanced technology other than AI (e.g., blockchain, metaverse, quantum): 21%
- Climate and sustainability: 15%
- Social inequity (e.g., financial equity, health equity, access to education): 10%

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

- Advanced predictive analytics: 85%
- Sophisticated data analysis and diagnostics: 80%
- Recommendation engines: 52%
- Generative AI (e.g., to create initial texts, images, computer code, etc.): 39%
- Autonomous decision making: 27%
- Other (please describe): 5%

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 following are best achieved through business collaboration rather than competition:

- Development of advanced technologies (e.g., AI, quantum, blockchain, metaverse, etc.): 54%
- Development/adoptions of trustworthy and ethical technology: 15%
- Energy transition and energy resilience: 85%
- Cybersecurity risks: 86%
- Trust in institutions: 92%

CEO's described the year behind and ahead:

2022 2023

- Navigating inflationary pressures and a more challenging economic environment.
- Ensuring that we maintain a rapid pace of innovation even as we incorporate new knowledge domains into our healthcare technology portfolio.
- Managing the rapid pace of internal change necessary to transform the organization while reacting to macroeconomic/political conditions/developments that are outside our control.

Agree Disagree

- Development of advanced technologies (e.g., AI, quantum, blockchain, metaverse, etc.): 54%
- Societal inequity (e.g., income inequality, housing and food security, health equity, education): 93%
- Energy transition and energy resilience: 85%
- Climate change: 93%
- Cybersecurity risks: 86%
- Trust in institutions: 92%
- Geopolitical stability: 92%

About Deloitte

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee (“DTTL”), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as “Deloitte Global”) does not provide services to clients. In the United States, Deloitte refers to one or more of the US member firms of DTTL, their related entities that operate using the “Deloitte” name in the United States and their respective affiliates. Certain services may not be available to attest clients under the rules and regulations of public accounting. Please see www.deloitte.com/about to learn more about our global network of member firms.

Copyright © 2023 Deloitte Development LLC. All rights reserved.