Despite geopolitical disruption and looming economic concerns, CEOs remain focused on navigating through uncertainty.

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

- Geopolitical instability (e.g., political unrest, economic sanctions, international tensions, humanitarian crisis)
  - June 2023: 57%
  - February 2023: 51%
- Inflation
  - June 2023: 61%
  - February 2023: 61%
- Labor/skills shortage
  - June 2023: 57%
  - February 2023: 53%
- Other sources of financial/market instability
  - June 2023: 48%
  - February 2023: 43%
- Ideological polarization
  - June 2023: 25%
  - February 2023: 11%
- Cyber risk (e.g., cyber-attacks)
  - June 2023: 17%
  - February 2023: 17%
- Crises of trust (e.g., spread of misinformation, difficulty building customer/worker loyalty)
  - June 2023: 16%
  - February 2023: 12%
- Supply chain disruption
  - June 2023: 14%
  - February 2023: 27%
- Environmental matters (e.g., weather-related impacts, regulatory and reporting requirements, stakeholder expectations)
  - June 2023: 14%
  - February 2023: 14%
- Other
  - June 2023: 9%
  - February 2023: 12%
- Pandemic (e.g., future COVID-19 variants)
  - June 2023: 2%
  - February 2023: 3%

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

- The global economy
  - June 2023: 13%
  - February 2023: 13%
- Your industry performance
  - June 2023: 50%
  - February 2023: 44%
- Your company performance
  - June 2023: 37%
  - February 2023: 13%

Optimism down for company performance and holds steady for industry and global economy since February 2023

When do you expect your country’s economy will enter a recession?

- June 2023: 53% Expect a recession
- June 2023: 32% Not anticipating a recession

How long do you expect a possible recession to last?

- June 2023: 32% One quarter
- June 2023: 3% Two quarters
- June 2023: 17% Three quarters
- June 2023: 17% Four quarters
- June 2023: 17% Over a year
To what extent do you expect Generative AI investments will improve the way you do business in your organization?

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Likely</th>
<th>Neutral</th>
<th>Unlikely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase efficiencies</td>
<td>79%</td>
<td>13%</td>
<td>8%</td>
</tr>
<tr>
<td>Automate manual operations</td>
<td>75%</td>
<td>20%</td>
<td>5%</td>
</tr>
<tr>
<td>Reduce business operational costs</td>
<td>65%</td>
<td>27%</td>
<td>8%</td>
</tr>
<tr>
<td>Improve new data capture</td>
<td>61%</td>
<td>30%</td>
<td>8%</td>
</tr>
<tr>
<td>Increase growth opportunities</td>
<td>52%</td>
<td>37%</td>
<td>11%</td>
</tr>
<tr>
<td>Improve risk management</td>
<td>31%</td>
<td>50%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Considering the impact of emerging technology on how work is performed, how likely are you to take the following actions in the next 6 months?

<table>
<thead>
<tr>
<th>Action</th>
<th>Very likely</th>
<th>Somewhat likely</th>
<th>Somewhat unlikely</th>
<th>Very unlikely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Align workforces skills and training</td>
<td>36%</td>
<td>47%</td>
<td>14%</td>
<td>3%</td>
</tr>
<tr>
<td>Consider pausing or adjusting hiring</td>
<td>23%</td>
<td>26%</td>
<td>29%</td>
<td>21%</td>
</tr>
<tr>
<td>Change expectations for where work is</td>
<td>21%</td>
<td>31%</td>
<td>29%</td>
<td>19%</td>
</tr>
<tr>
<td>performed (e.g., on-site, hybrid, remote)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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

- **Inflation**
  - Median: 4.3%
  - (for reference: 4.9% YoY as of April 2023)

- **Interest rate**
  - Median: 5.3%
  - (for reference: 5.25% as of 6/1/2023)

- **S&P 500**
  - Median: 4300
  - (for reference: 4221.09 as of 6/1/2023 at 4:00pm EST)

- **U.S. unemployment rate**
  - Median: 3.6%
  - (for reference: 3.4% as of April 2023)

The biggest challenge I face as a CEO today is:

- Balancing growth needs with the drive to higher profitability, making difficult prioritization trade-offs
- Market uncertainties due to inflation, interest rates . . . and geopolitical tensions
- Lack of volume growth due to weak global economies
- As ever, it's a complicated world and unpredictable

Please indicate your organization's current level of adoption for each of the following technologies:

- Cloud computing: 81%
- Robotic process automation: 42%
- Internet of things: 38%
- Predictive AI: 32%
- Generative AI: 13%
- Quantum computing: 8%
- Blockchain: 6%
- Metaverse: 2%

For the technologies you are implementing, which of the following obstacles is your organization encountering?

- Cloud computing: 11%
- Robotic process automation: 19%
- Internet of things: 20%
- Predictive AI: 25%
- Generative AI: 32%
- Quantum computing: 8%
- Blockchain: 2%
- Metaverse: 4%

Click here for more information on the survey methodology and respondents.

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