The Four Leadership Personas of Industry 4.0—Which one are you?

The Fourth Industrial Revolution, or Industry 4.0, has ushered in unprecedented change and uncertainty. While most of the 2,000-plus C-level executives surveyed by Deloitte and Forbes Insights are still navigating their way through these changes, there are leaders who appear to be getting it right. Here’s a look at the four leadership personas of Industry 4.0. To learn more, download the full report, “Success personified in the Fourth Industrial Revolution.”

Based on a survey of 2,042 C-level executives conducted by Forbes Insights in the second half of 2018.

THE SOCIAL SUPERS
Generated new revenue streams by developing or changing products/services to be more socially or environmentally conscious, and whose societal initiatives contribute to their profitability more often than not.

**KEY CHARACTERISTICS**

- **We will invest in new technologies to disrupt the market**
- **We possess the correct workforce composition and skill sets**
- **We will extensively train our current employees for Industry 4.0**
- **We are highly concerned with ethically using Industry 4.0 technologies**

THE DATA-DRIVEN DECISIVES
Have clearly defined decision-making processes and use data-driven insights to capitalize on opportunity.

**KEY CHARACTERISTICS**

- **We have generated new revenue streams by developing or changing products/services to be more socially conscious**
- **We will invest in new technologies to disrupt the market**
- **We will extensively train our current employees for Industry 4.0**
- **We are highly concerned with ethically using Industry 4.0 technologies**

THE DISRUPTION DRIVERS
Invest in new technologies to disrupt the market and have achieved or exceeded their intended business outcomes.

**KEY CHARACTERISTICS**

- **We will extensively train our current employees for Industry 4.0**
- **We will invest in new technologies to disrupt the market and have achieved or exceeded our intended business outcomes with technology investments**
- **We see a more holistic approach to decision-making**
- **We are bold, hands-on approach to technology**

THE TALENT CHAMPIONS
Possess the correct workforce composition and know which skills their employees will require to succeed in this era of change.

**KEY CHARACTERISTICS**

- **We will invest in new technologies to disrupt the market**
- **We will extensively train our current employees for Industry 4.0**
- **We are highly concerned with ethically using Industry 4.0 technologies**
- **We successfully generated revenue streams from socially driven initiatives**

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