

Updated: March 2021

Business Statics

Recent statics that can be used to support business themes relevant to CEOs:

CEO Leadership	
Edelman Trust Barometer 2021	<input type="checkbox"/> 86% of respondents said they expect CEOs to speak out about societal challenges, including pandemic impact (56%), job automation (51%), societal issues (43%) and local community issues (40%)
	<input type="checkbox"/> 68% believe CEOs should step in when the government doesn't fix societal problems
	<input type="checkbox"/> 66% believe CEOs should take the lead on change rather than waiting for government to impose change
	<input type="checkbox"/> 65% believe CEOs should hold themselves accountable to the public, not just board of directors or stockholders
	<input type="checkbox"/> 56% of respondents say business leaders are purposely trying to mislead people by saying things they know are false or making gross exaggerations
IBM 2020 CEO Study	<input type="checkbox"/> 46% of CEOs of outperforming companies view purpose and mission as an employee engagement essential
	<input type="checkbox"/> CEOs are prioritizing the external factors they believe will most impact their businesses in the next 2 to 3 years including technological factors (57%), regulatory concerns (50%), market factors (50%), macro-economic factors (44%), and people skills (44%)
Trust	
Edelman Trust Barometer 2021	<input type="checkbox"/> Trust in all information sources is at record lows, fueled by the global pandemic, racial injustice and what political leaders say/media reports
	<input type="checkbox"/> Business rose to be the most trusted institution (Overtaking government as most trusted institution in May 2020.)
	<input type="checkbox"/> Only 59% of global respondents said they trust businesses to do the right thing; 57% felt that way about government; and 56% about NGOs. That said, 72% of US respondents said they trusted their employer "to do what's right"
	<input type="checkbox"/> "Trust has gone local," Richard Edelman said. "My employer" and "my employer CEO" and even the employer publication – is more trusted than media. That means a company newsletter is more trusted than what employees see on the evening news
Operations/Productivity	
IBM 2021 CEO Study	<input type="checkbox"/> 56% of CEOs emphasized the need to aggressively pursue operational agility and flexibility
	<input type="checkbox"/> 48% of CEOs say their most important business priorities revolve around customers, clients and citizens vs. 20% who say priorities revolve around operations
	<input type="checkbox"/> 77% of outperforming CEOs support employee well-being, even if it hurts profitability

Fortune/Deloitte	<ul style="list-style-type: none"> <input type="checkbox"/> 76% of American CEOs say they may shrink office space <input type="checkbox"/> 40% of American CEOs say virtual working has increased employee productivity
PWC CEO Survey	<ul style="list-style-type: none"> <input type="checkbox"/> 36% of CEOs aim to focus on productivity through technology and automation
Business Growth	
PWC CEO Survey	<ul style="list-style-type: none"> <input type="checkbox"/> CEOs are more optimistic about the economy than they've been in the last 9 years
	<ul style="list-style-type: none"> <input type="checkbox"/> 76% of CEOs globally predict economic growth will improve in 2021, with US CEOs being the most optimistic (86%)
	<ul style="list-style-type: none"> <input type="checkbox"/> US was selected as the top market for growth by 35% of CEOs, widening its lead over China (28%)
IBM 2021 CEO Study	<ul style="list-style-type: none"> <input type="checkbox"/> CEOs are looking most to IOT (79%), cloud computing (74%) and AI (52%) to deliver business results
Social	
Brunswick	<ul style="list-style-type: none"> <input type="checkbox"/> By a more than 5 to 1 ratio, employees prefer to work for a CEO who uses digital and social media
	<ul style="list-style-type: none"> <input type="checkbox"/> 9 out of 10 financial readers cite the importance of social media communications by CEOs during a crisis
	<ul style="list-style-type: none"> <input type="checkbox"/> 60% of employees considering joining a company will research a CEO's social media accounts
	<ul style="list-style-type: none"> <input type="checkbox"/> By a margin of 9 to 1, financial readers trust a Connected Leader more than a CEO who does not use social media as part of their work
	<ul style="list-style-type: none"> <input type="checkbox"/> The top-50 "connected leaders" post more video content than the average active CEO on social media
	<ul style="list-style-type: none"> <input type="checkbox"/> 62% of the top-50 "connected leaders" are on more than one platform
Technology	
PWC CEO Survey	<ul style="list-style-type: none"> <input type="checkbox"/> Nearly half of CEOs plan to increase their digital investment significantly (+10%) over the next three years
	<ul style="list-style-type: none"> <input type="checkbox"/> Concern about cyber threats has increased by 12% this year; It's the top concern (exceeding the pandemic) for CEOs in North America and Europe
	<ul style="list-style-type: none"> <input type="checkbox"/> 47% of CEOs are concerned about cyber threats (making it the number two concern of CEOs globally, after the pandemic)
Edelman Trust Barometer 2021	<ul style="list-style-type: none"> <input type="checkbox"/> 68% of those surveyed in the Edelman trust barometer are concerned about hackers and cyber-attacks
IBM 2021 CEO Study	<ul style="list-style-type: none"> <input type="checkbox"/> 72% of customer-focused outperforming CEOs see the importance of protecting against cybersecurity risks. "CEOs at the top-performing organizations put higher strategic importance on protecting against cyber risks and data exposures. They recognize that trust has become the currency of business ecosystems."
	<ul style="list-style-type: none"> <input type="checkbox"/> Tech maturity is an even more important performance differentiator, with cloud computing, artificial intelligence (AI), and the Internet of Things (IoT) at the top of the essential tools list

Pandemic Business Impact	
PWC CEO Survey	<ul style="list-style-type: none"> ❑ 52% of CEOs state they are “extremely concerned” about pandemics and other health crises
Edelman Trust Barometer 2021	<ul style="list-style-type: none"> ❑ 52% of those surveyed are choosing to work at home vs. 48% choosing to return to office
	<ul style="list-style-type: none"> ❑ Main reason for returning to office is because employer made them feel safe (34%)
	<ul style="list-style-type: none"> ❑ Trust has impact on vaccinations, with 1/3 trusting the vaccines
IBM 2021 CEO Study	<ul style="list-style-type: none"> ❑ Remote work will be a permanent fixture as part of a hybrid workforce that blends in-person employees with virtual colleagues. This will shift organizational culture and demand new management approaches and upgraded executive capabilities.
Brunswick	<ul style="list-style-type: none"> ❑ COVID-19 has created a new audience of people working from home. 20% of global employees expect to continue working from home after the pandemic subsides.
Environmental Impact	
PWC CEO Survey	<ul style="list-style-type: none"> ❑ 30% of CEOs claimed that they are concerned about climate change
	<ul style="list-style-type: none"> ❑ 60% of CEOs have not yet factored climate change into their strategic risk management activities
	<ul style="list-style-type: none"> ❑ When asked which areas of their business they should be doing more reporting on, 43% of CEOs chose environmental impact