

Summer 2023 Fortune/Deloitte CEO Survey

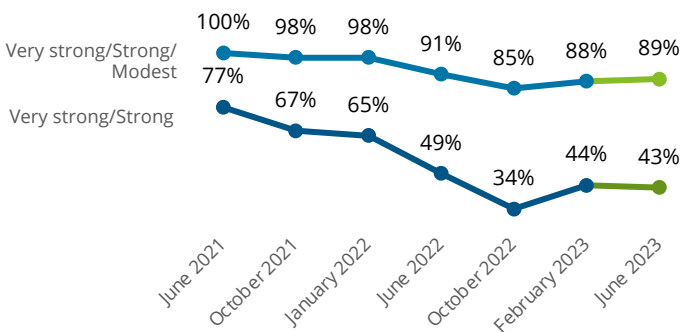
Despite geopolitical disruption and looming economic concerns, CEOs remain focused on navigating through uncertainty.



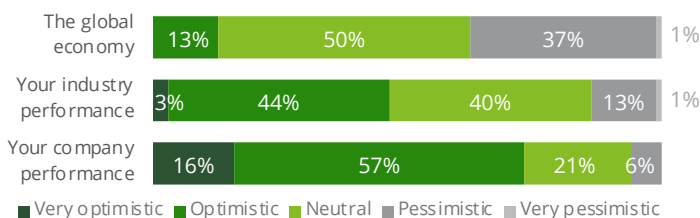
Over the next 12 months, I expect my organization's growth to be:



Growth expectations for own company holding steady compared to February 2023

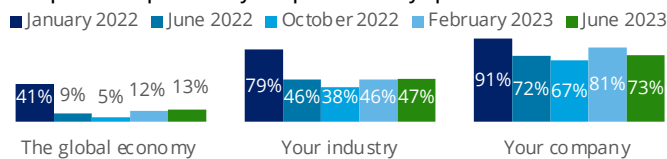


What is your personal outlook toward the following areas over the next 12 months?

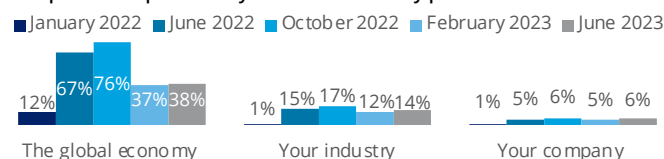


Optimism down for company performance and holds steady for industry and global economy since February 2023

Comparison to past surveys—Optimistic/Very optimistic



Comparison to past surveys—Pessimistic/Very pessimistic



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

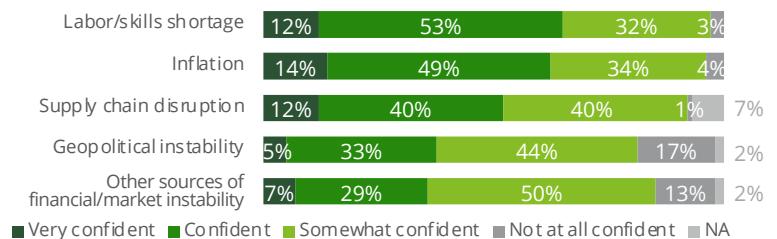
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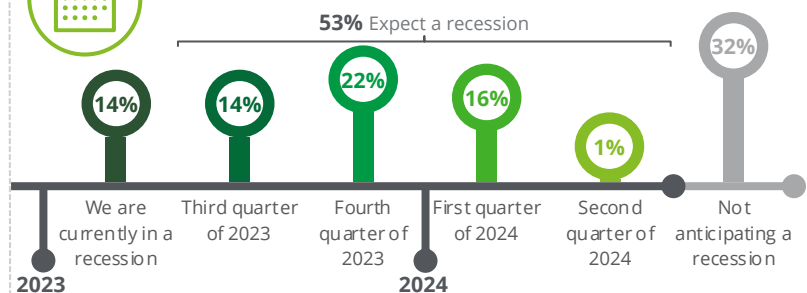
What external issues do CEOs expect to influence or disrupt their business strategy within the next 12 months?



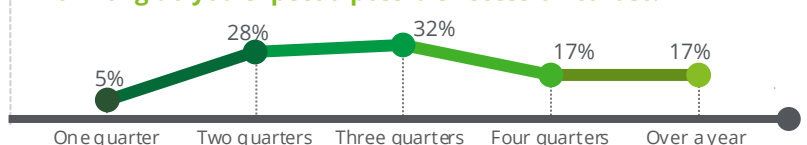
In the Winter 2023 survey, respondents ranked the following external issues as the top challenges for their organizations. Please indicate your level of confidence in your company's ability to navigate each of the following issues:



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

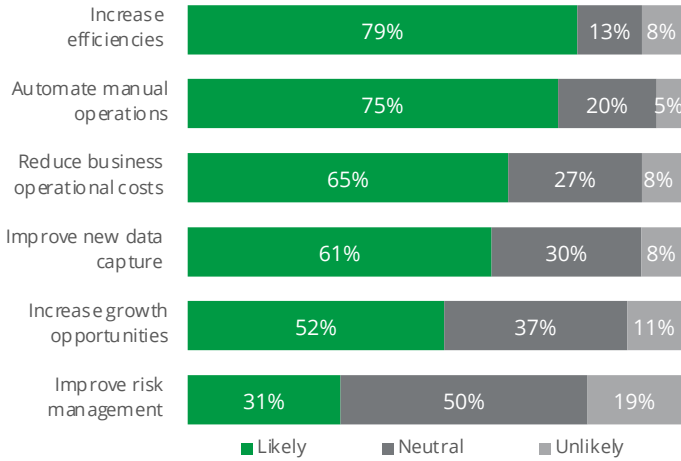


How long do you expect a possible recession to last?

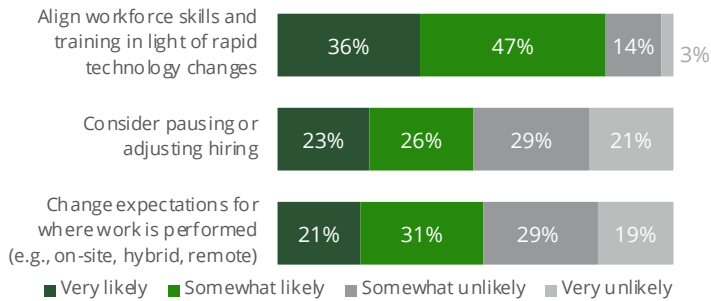




To what extent do you expect Generative AI investments will improve the way you do business in your organization?



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?

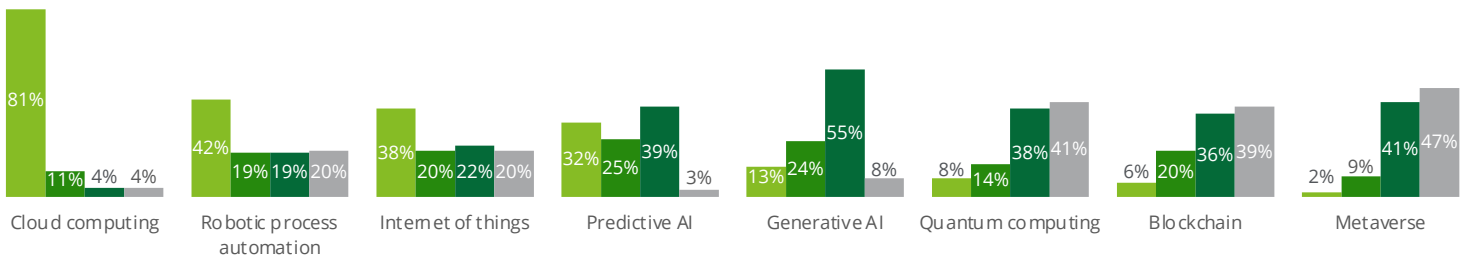


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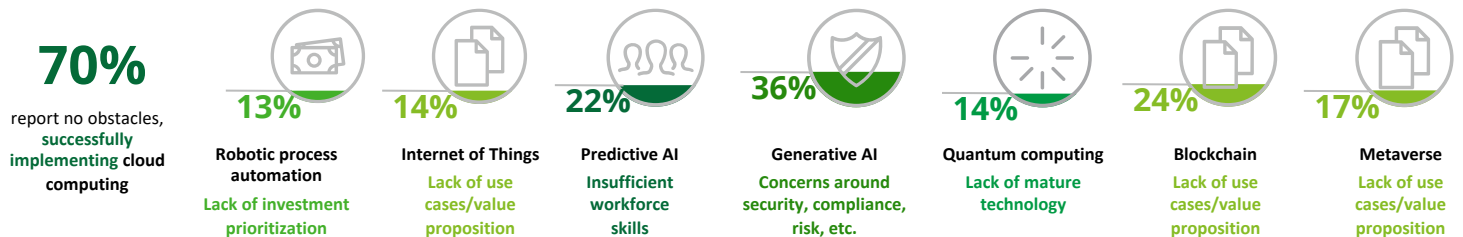


Please indicate your organization's current level of adoption for each of the following technologies:

■ At scale production/Pervasive adoption ■ Limited production use ■ Evaluating/Experimenting ■ We have no plans to implement this technology



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



[Click here for more information on the survey methodology and respondents.](#)

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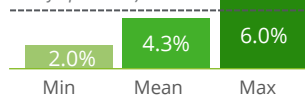


What is your best prediction regarding the below on September 30, 2023?

Inflation

4.3%
Median

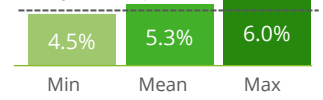
(for reference: 4.9% YoY as of April 2023)



Interest rate

5.3%
Median

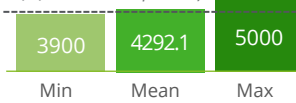
(for reference: 5-5.25% as of 6/1/2023)



S&P 500

4300
Median

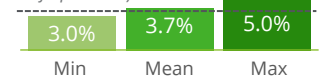
(for reference: 4,221.09 as of 6/1/2023 at 4:00pm EST)



U.S unemployment rate

3.6%
Median

(for reference: 3.4% as of April 2023)



The biggest challenge I face as a CEO today is:



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