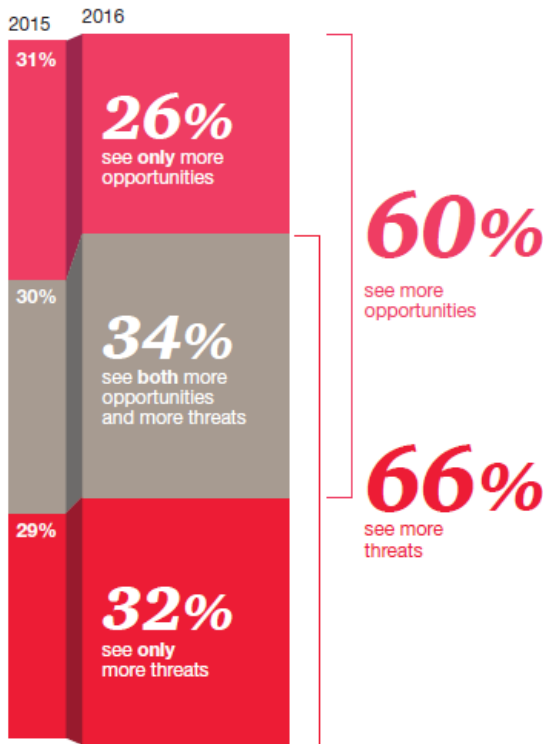


**CEO Survey PwC - Redefining business success in a changing world - 2016**

*How to lead in complicated times? That's the question all CEOs are seeking to answer at a time of prolonged and continuing uncertainty.*

Q: To what extent do you agree/disagree that there are more growth opportunities/threats for your company than there were three years ago?



**CEOs are focusing on 3 core capabilities:**



*Addressing greater expectations*

**52%**



of CEOs say creating value for wider stakeholders helps profitability

*Transforming: technology, innovation and talent*

**90%**

of CEOs are changing how they use technology to deliver on wider stakeholder expectations



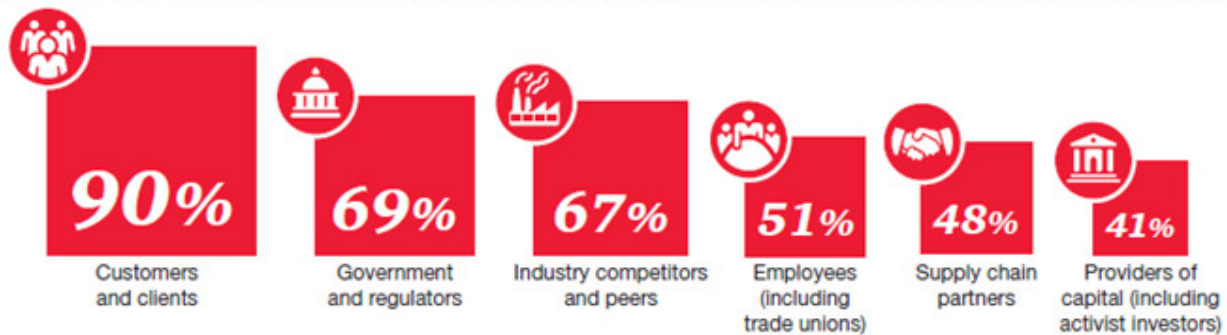
*Measuring and communicating success*

**76%**

of CEOs agree that business success will be redefined by more than just financial profit



Q: What impact do the following wider stakeholder groups have on your organisation's strategy?



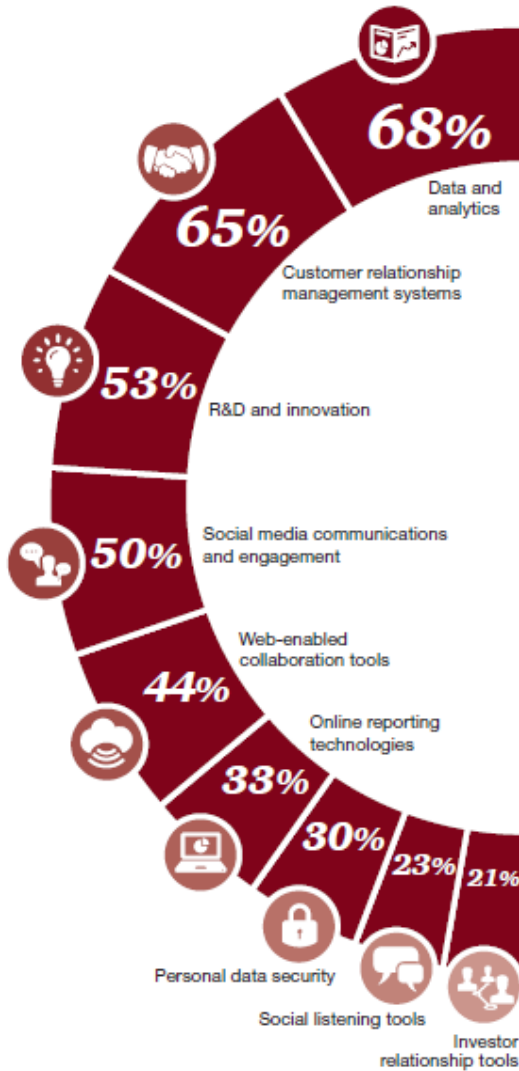
"...the biggest opportunity for us is digitalisation ... and based on [that] we will improve all our business and create added value for all our stakeholders."

**Mikko Helander**  
President and CEO, Kesko Corporation, Finland

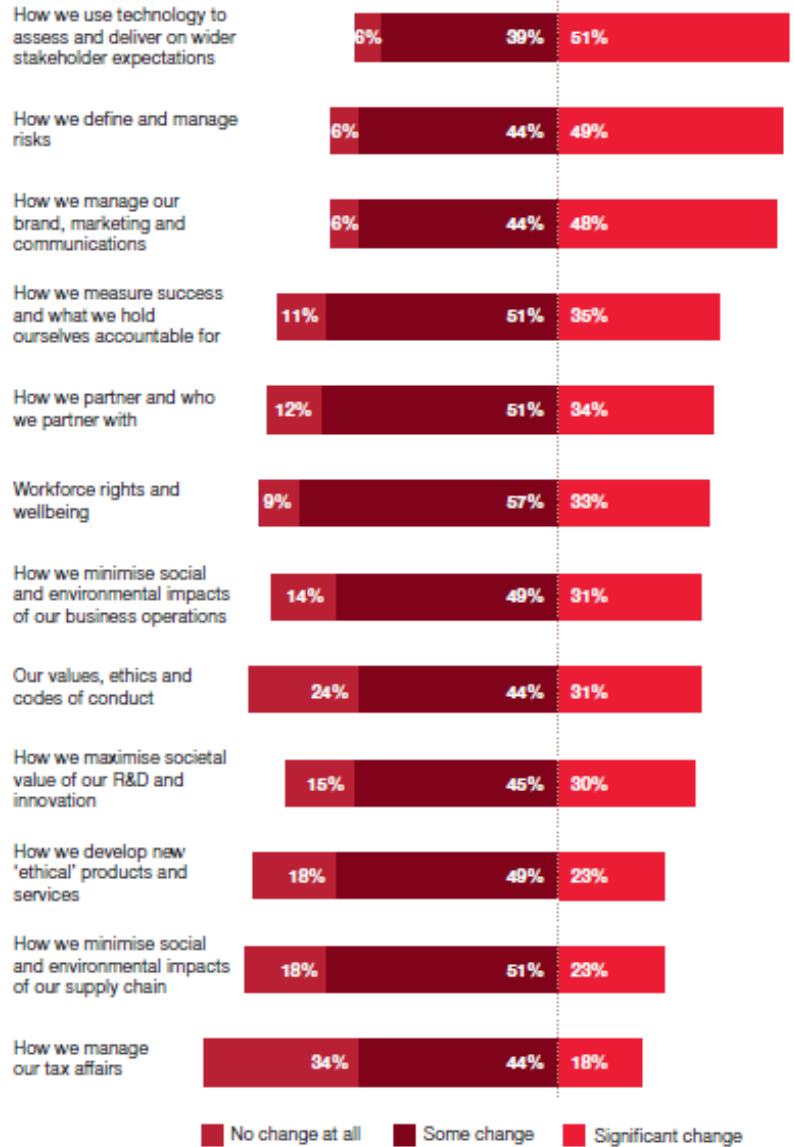
? How is your organisation making sure that it's measuring the right things in the right way in order to use data about non-financial impacts in decision-making?

? How are you ensuring that your business is communicating the information your customers and other stakeholders want?

Q: Select the connecting technologies you think generate the greatest return in terms of engagement with wider stakeholders



Q: To what extent are you making changes in the following areas in response to changing stakeholder expectations?



Q: What aspects of your talent strategy are you changing to make the greatest impact on attracting, retaining and engaging the people you need to remain relevant and competitive?

