

# Parallel paths drive business success

## A changing business landscape



**Accelerated change**  
Two-thirds of U.S. CEOs believe more change will occur in their industry over the next three years than in past 50.



**Uncharted territory**  
69% of CEOs are concerned about dealing with issues that they never had to confront before.



**New customer preferences**  
86% of U.S. CEOs are concerned with how the wants and needs of millennials will change their businesses.

Source: 2016 KPMG US CEO survey

Meeting today's needs and seizing tomorrow's potential requires focusing on growth, innovation, talent, operational excellence and risk.

### Anticipate tomorrow.

### Deliver today.

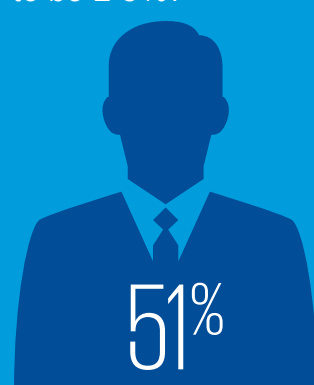
#### Growth



CEOs need to look beyond traditional organic growth strategies.



CEOs expect their top-line growth over the next three years to be ≤ 5%.

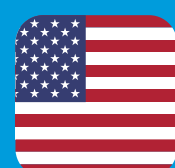
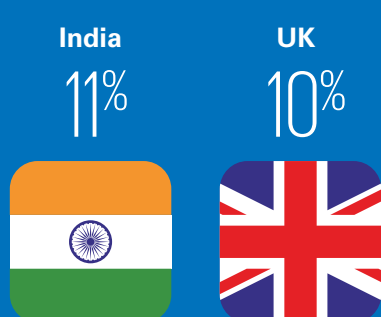


Source: 2016 KPMG US CEO survey

#### Innovation



India and the UK are poised to be future tech innovation leaders.



U.S.  
26%

China  
25%

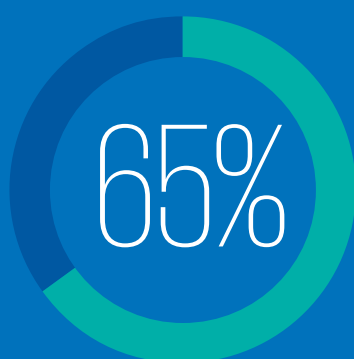
The U.S. and China dominate tech innovation and are expected to disrupt with breakthroughs that impact the world.

Source: The changing landscape of disruptive technologies, KPMG 2016

#### Talent



IT leaders believe a lack of talent will prevent their organization from keeping up with the pace of change.



Four in 10 IT leaders cite a shortage of talent with data analytic skills.

Source: The 2016 KPMG US CEO survey

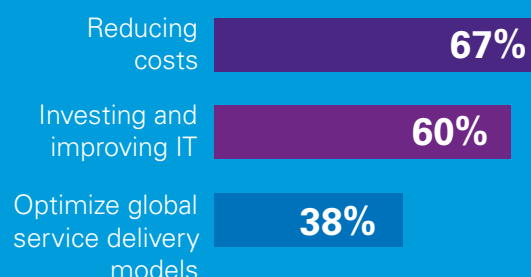
#### Operational excellence



More global business service (GBS) leaders view process automation as 2017 top investment area.



As (GBS) models mature, strategies are evolving.

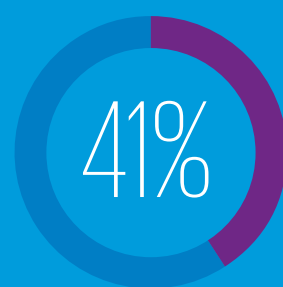
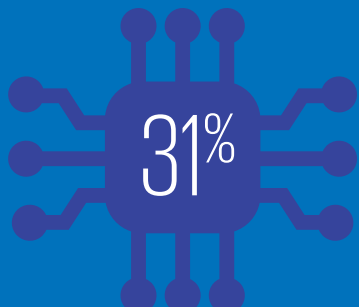


Source: KPMG Global Insights Pulse Survey 2016: The need for GBS maturity

#### Risk



Audit committee members cite need for more tech/cybersecurity skills to increase future effectiveness.



Audit committee members see risk management effectiveness as the greatest company challenge.

Source: 2017 Global audit committee pulse survey

Move forward with confidence. Rely on KPMG to help your organization meet today's goals while seizing the possibilities of tomorrow's potential. For more information go to [kpmg.com/TomorrowToday](http://kpmg.com/TomorrowToday)

Anticipate tomorrow. Deliver today.



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