



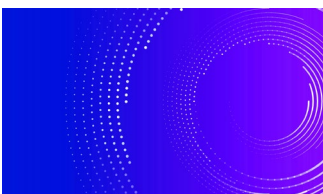
Ideas and Insights

Ideas and Insights brings you our take on the news affecting your business now. It's valuable information in a format you can use.

In this issue: 2025 economic outlook, AI governance, digital banking, private company expectations, evolution of tax, more.

December 2024

WEBCASTS



What's the economic outlook for 2025? Ask Chief Economist Diane Swonk

In this webcast, Diane Swonk, KPMG Chief Economist, provides insights on potential Federal Reserve rate cuts, fiscal policy changes, and prospects for the U.S. economy in 2025 and beyond. Be prepared for the new year. [Economic Outlook 2025 with Chief Economist Diane Swonk](#)

ARTIFICIAL INTELLIGENCE



AI Governance: The Key to Responsible Innovation

Leading organization are able to adopt AI while maintaining a clear governance strategy. But scaling from one-off AI use cases to enterprise-wide transformation without responsible governance opens the door to new risks. See how we're helping companies move forward with greater safety and data security. [Driving responsible innovation: Reflections on a year of AI governance](#)



Financial services goes big on GenAI

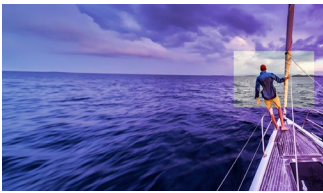
With the financial services industry leading the charge into organization-wide GenAI deployment, we surveyed executives to get their views on its use in financial reporting and audit. GenAI is already enabling data-driven decision-making, real-time insights into risks and fraud, and accurate trend predictions. Get on board. [AI in financial reporting and audit: Financial services industry](#)



As they approach AI adoption, Controllers and CAOs prioritize four areas for success

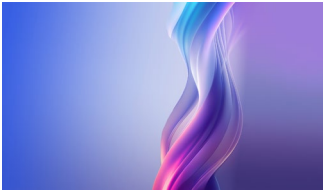
As AI adoption accelerates across all companies and industries, finance leaders are concentrating on business model disruption, responsible use, data investments, and behavioral change. See how they're doing it and why these areas are so critical. [Corporate Controller & CAO Hot Topics: AI Adoption Spotlight](#)

FINANCE



Digital banking: Navigating the unknown and unexpected

Though organic growth is essential for banks to survive and succeed, short-term market disruptions often hinder growth strategies. But by leveraging modern digital technology, banks can create sustainable value, meet customer expectations, and set a strong course for future growth. See how your bank can thrive in the digital era. [Digital banking: Navigating the unknown and unexpected on the path to resilient growth](#)



Private entity reporting, now and forward

In this webcast, professionals from the KPMG Department of Professional Practice discuss hot topic FASB projects that may impact private entities in future periods, plus other financial reporting developments of interest to private entities. Listen now. [Private entity reporting – 2024 and beyond](#)



Private company CEOs expect growth in 2025

Private company leaders are optimistic about their future growth prospects, bolstered by positive economic indicators, growing consumer confidence, and favorable post-pandemic market conditions, coupled with the acceleration of innovation and technology. See the sectors they're most optimistic about. [Private companies' growth strategies for 2025 and beyond](#)

TAX



CFOs ponder the evolution of tax in an AI-enabled future

A 2025 tax cliff, global reform, and regulatory changes—the “Tax Policy Trifecta”—is poised to create massive disruption for businesses, triggering the need for the strategic evolution of tax departments. KPMGTax conducted a pulse survey of 100 CFOs, collecting their views on, and approaches to, AI-related technology investments and initiatives and a range of current topics. [2024 Chief Financial Officer Pulse Survey](#)

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