Every Swiss CEO was concerned:

• About the impact of global economic forces on their business.
• That the next three years will be more critical for their industry than the previous 50 years.

More than 90 percent of Swiss CEOs are concerned about:

• Regulations inhibiting their growth.
• Whether their organization is keeping up with new technologies.
• Whether their organization is staying on top of what’s next in services and products.
• The quality of data on which they base decisions.
• The ability of competitors to take business away from them.
• Their customers’ loyalty.

Swiss CEOs clearly have strong views on what is needed to build sustainable businesses. They have extremely high confidence in economic prospects, a clear focus on innovation, and ambitious plans to ensure that headcount and skills keep pace. On the other hand, there is acknowledgement that growth strategies need to contain more risk, and that investments are needed to ensure solutions are delivered swiftly and appropriately to meet customers’ needs. There is also a feeling that the next few years will be more critical for their industry than the previous half-century was. Reflecting on the wide range of opportunities and challenges ahead, what is it that keeps CEOs awake at night?