



Privately Speaking

Insights on private company growth
from private company insiders

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CEOs speak: On the minds of private company CEOs

KPMG recently surveyed almost 100 US-based private company CEOs to find out about their growth strategies, challenges and forecasts for the future. Here are some highlights of what they told us:

CEOs are confident in their short and medium-term growth prospects

- 79% say they are either confident or very confident in their company's growth prospects over the next 12 months
- And 89% are similarly confident in their growth prospects over the next 3 years

Disruption is an ongoing concern for private company CEOs

- Global economic factors and technology are viewed as the top two threats to growth
- 36% are specifically concerned about supply chain risks and 30% about strategic risks

Innovation is a key differentiator for private market companies

- Private company CEOs are more than 50% more likely than public company CEOs to characterize their approach to innovation as 'strategic'
- They are also twice as likely as their public company peers to say innovation is at the very top of their personal agenda

Private company CEOs are highly focused on the customer

- Stronger customer focus was cited as the top strategic priority for private company CEOs
- 35% say their greatest source of growth will be through new customer acquisition

"Whether you're an entrepreneur, family business, or a fast-growing company, we understand what's important to you and we are dedicated to helping organizations like yours plan and execute their business, growth and exit strategies. It's all we do. And this article series will share the insights we gather from those experiences. **Privately Speaking** is your portal to private company success."

— Brian Hughes, National Private Markets Group
Leader and Co-Leader Venture Capital

Talent acquisition and retention continues to be a growth priority

- Talent acquisition was cited as the top strategy for accelerating strategy execution
- Almost two-thirds of private company CEOs expect to increase headcount by 6% or more over the next 3 years

Organic growth and partnerships top the strategic agenda

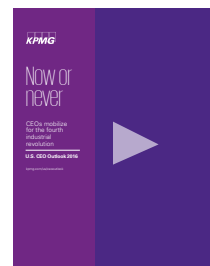
- 72% of private company CEOs say they will drive shareholder value through organic growth
- Private company CEOs demonstrate a strong preference for creating partnerships and JVs



Find out more about
KPMG's CEO Survey



Contact us to see
how your organization
compares to the
leaders in your sector.





***Privately Speaking* focuses on the issues that matter most to private and ventured-back companies.**

KPMG's Private Markets Group understands what it takes to drive private company growth. And in each edition of ***Privately Speaking***, we share our insights—along with practical and actionable tips—to help Boards, executives and management grow, strengthen and transition their privately-held businesses.

For more information, click here to visit our **Privately Speaking** web page.



What you need to know, when you need to know it

Every day, professionals from KPMG's Private Markets Group (PMG) work inside many of the world's most successful and fastest growing private businesses. We help them navigate their challenges, grow their businesses and create value for their investors. And that gives us unique insight into the great ideas and practices that drive success.

In this series, we provide the inside scoop based on our experiences working with leading private company decision-makers. We share new ideas and proven approaches, we spotlight emerging issues and evolving trends, and we scour the latest research and thought leadership to deliver the most valuable insights possible to private company leaders and investors.

Throughout the series, we will focus on key topics—business planning, talent management, growth, risk, succession planning, tax planning, operational efficiency and IPO readiness, to name a few. And we will share our perspective on how private company leaders can use this information to create new competitive advantages.

No matter what stage of the business life-cycle your company is in – from starting and growing through to strengthening or transitioning – this series promises to uncover and explore the factors that can help drive private company success.

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