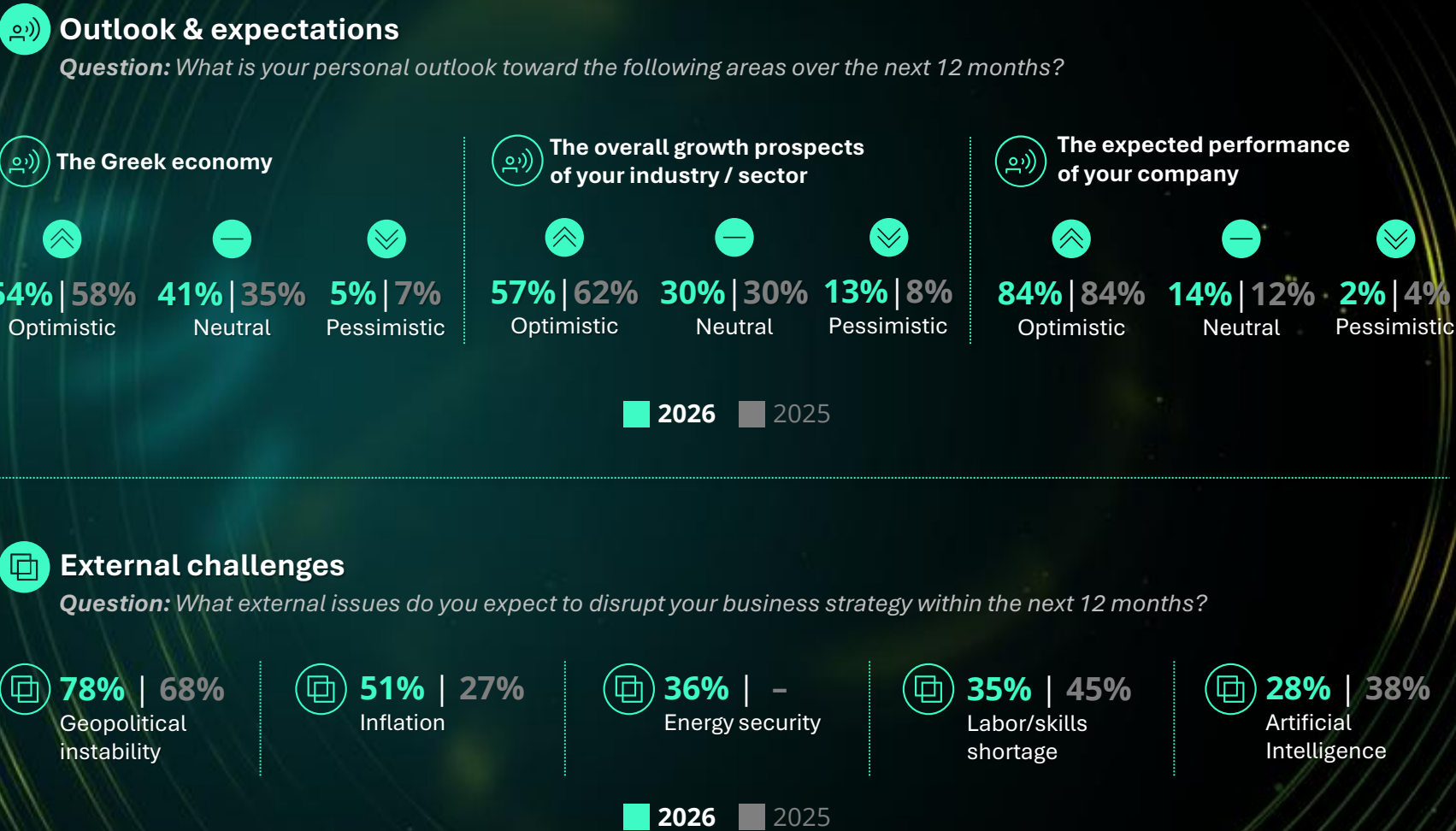


CEO Business Barometer 2026

Key Findings

-  **Confidence in their own business, with caution about the broader market**
-  **Geopolitical instability identified as the leading external risk**
-  **Operational efficiency and AI seen as key strategic levers**
-  **Lack of clear metrics for evaluating the AI impact**
-  **Need for strategic alignment between leadership and teams**
-  **Succession planning and ESG not treated as immediate priorities**

1. Economic Outlook & Strategic Orientation

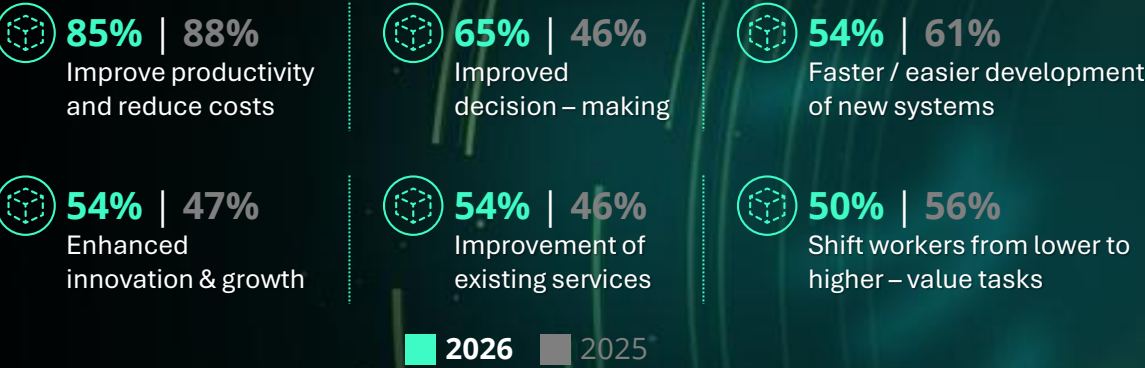


CEO Business Barometer 2026

2. AI Integration & Value Realization

Expected AI-driven benefits

Question: What are the primary business outcomes your organization aims to achieve using AI?



Evaluating the impact of AI

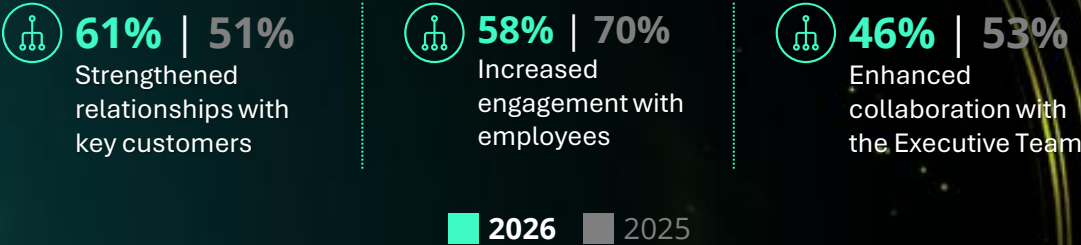
Question: What metrics are you using to assess the impact of AI on your business?



3. Leadership & Business Model

Stakeholder management

Question: What stakeholder management approaches have you changed the most over the past year?



Leadership challenges

Question: What is the most critical leadership challenge your organization is currently facing?

