



# Looking ahead | 2025 CEO Priorities

## Chief Executive Program



# Priorities for today's CEOs

After working with hundreds of CEOs, we've identified two sets of priorities that typically guide a CEO's day-to-day. The **Core** Priorities, foundations of the role, remain relatively consistent from year to year, while the **Current** Priorities change in response to the current climate. We calibrate these Priorities annually based on our research, as well as our own conversations with chief executives.

As we think about the key challenges and opportunities shaping the Current Priorities for 2025, we recognize that CEOs are navigating an unprecedented confluence of events, challenges, and opportunities. The landscape seems more dynamic than ever.

In our work with CEOs, we witness firsthand the unique position of many CEOs today, in some cases feeling whipsawed by the scope and speed of change while at the same time recognizing the immense opportunities. Whether it's macroeconomic factors, competition, innovation, or geopolitics, we have observed a heightened sense of engagement among CEOs, driven by these multifaceted pressures. Our 2025 CEO Priorities offer insight about the multitude of tensions facing leaders, and perhaps also, perspectives on the role of the CEO in today's complex and rapidly changing world.



# 2025 CEO Priorities

| Current  | Core  |
|--|---|
| Adapt to changing external environments and regulatory landscape | Shape the leadership team                                       |
| Manage growth and investment amid current fiscal outlook         | Articulate vision and strategy, and tell your story as a leader |
| Create a resilient supply chain                                  | Drive performance   |
| Access to talent and workforce                                   | Ensure proper governance processes                              |
| Articulate a vision for an AI and a tech-enabled enterprise      | Collaborate with the board                                      |
| Embrace opportunities for personalized consumer experiences      | Optimize organizational structure                               |
| Understand the changing environmental challenges                 | Align communications  |
|  | Satisfy shareholders and stakeholders                           |
|  | Build the culture   |
|  | Navigate geopolitical uncertainties                             |

As in past years, the 2025 CEO Priorities reflect the state of the role and the state of the world. The Core Priorities remain nearly unchanged, with two formerly Current Priorities migrating to this list. **Navigating geopolitical uncertainty** and **telling your leadership story**, are both among those fundamentals that a CEO needs to get right before they can move on to other aspects of the role.

The Current Priorities reflect the changing environment and the CEO's role in moving forward. Read on to learn more.



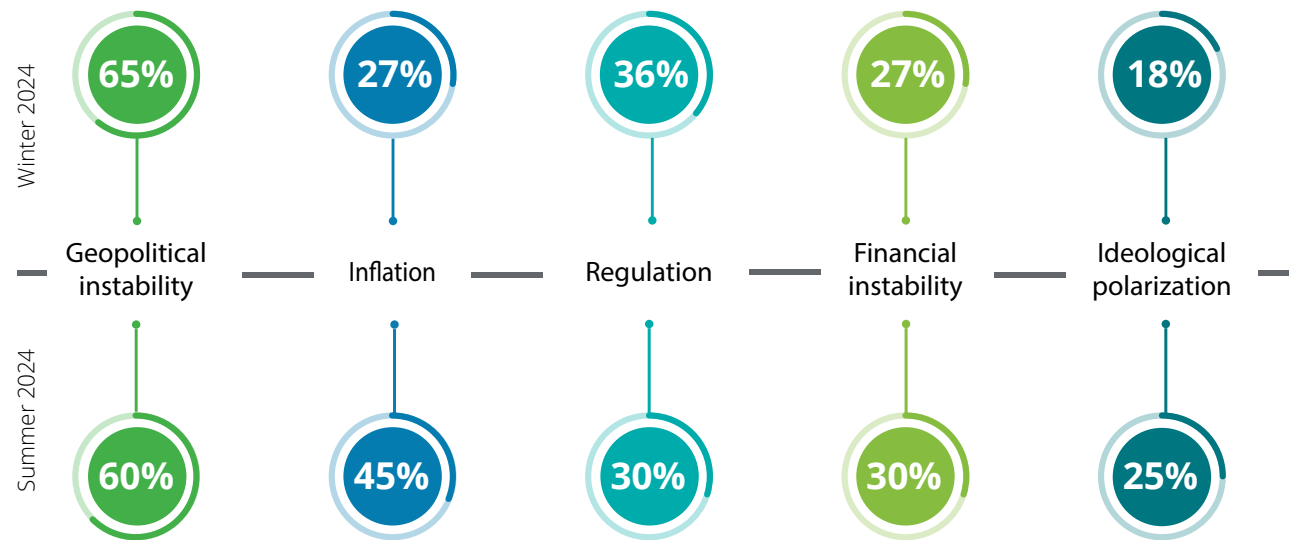


# Adapt to changing external environments and regulatory landscape

**Consider adjustments to business strategy based on potential shifts in external environment and the regulatory landscape.**

Through executive actions, the president announced new policies in the early days of the new US administration, which gave CEOs myriad areas to consider and respond. CEOs may consider an approach that prepares their organizations for short-term adjustments while balancing longer-term strategy shifts. Industries with heavy reliance on global supply chains or regulated resources may anticipate heightened scrutiny and potential disruptions.

*External issues expected to interrupt business strategy in the next 12 months*



*Source: Fortune/Deloitte CEO Survey Summer 2024*

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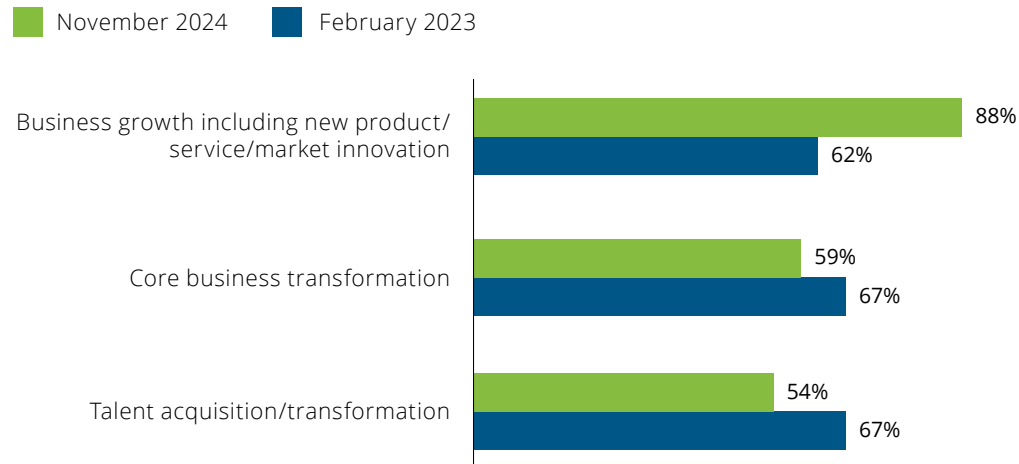
- [Fortune/Deloitte CEO Survey: Fall 2024](#)
- [Looking back at a look forward: The 2024 board agenda](#)



# Manage growth and investment amid current fiscal outlook

## Identify markets and determine strategies for growth in varying economic and technological environments.

The upcoming year anticipates challenges and opportunities due to market conditions. Investing in new technologies can foster innovation and drive growth. Transforming core operations by streamlining processes, adopting digital tools, and enhancing customer experiences are important to remain competitive and resilient in a fast-changing market.



Source: Fortune/Deloitte CEO Survey Fall 2024

\*Survey was fielded 11/11/2024-11/19/2024.

"Business growth" was added to "Other new product/service/market innovation" for the November 2024 survey

## Click for a deeper dive

- [2025 Investment Management Outlook](#)
- [Fortune/Deloitte CEO Survey: Fall 2024](#)
- [Designing for growth in the C-suite](#)



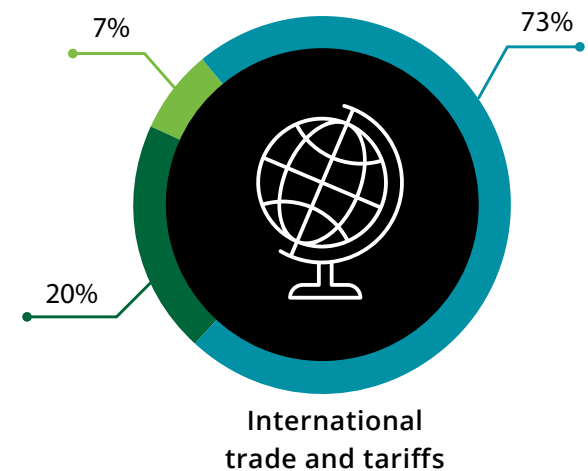
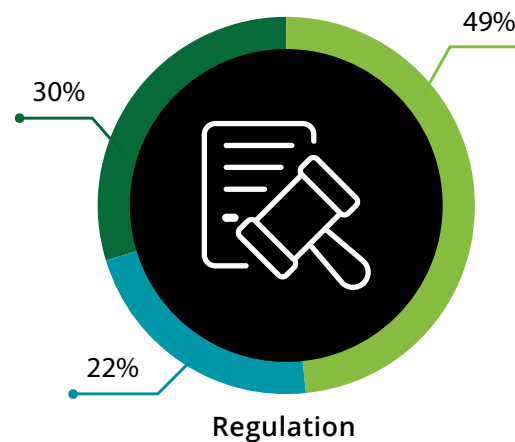
# Create a resilient supply chain

**Assess changing economic and geopolitical environment and establish appropriate risk management strategies, processes, and protocols to respond to hidden risks, unanticipated emergencies, and instability.**

Any new US tariffs on global trading partners may impact current supply chain operations. CEOs should think proactively when it comes to their operations, such as investing in innovation, exploring domestic partners, and reinvigorating processes to be agile. Leveraging technology, such as blockchain and other technologies may also enhance supply chain visibility and improve risk management.

*As a result of the 2024 US elections, how do you perceive the following areas as opportunities or risks for your business over the next 12 months?*

■ Opportunity ■ Risk ■ Neutral



Source: Fortune/Deloitte CEO Survey Fall 2024

## Click for a deeper dive

- [Global trade and the new geoeconomic reality](#)
- [Restructuring the supply base: Prioritizing a resilient, yet efficient supply chain](#)
- [Is your supply chain trustworthy?](#)
- [How Generative AI can drive supply chain transformation](#)



# Access talent and workforce

Create a talent model that addresses changes in workforce and labor access, while continuing to inspire and develop employees in emerging skillsets, such as AI.

As AI adoption persists and demand for desired skills increases, CEOs may explore how to reinvigorate current talent experiences, including training and upskilling in areas related to AI. Reinvention of talent models creates an opportunity to foster innovation, attract new generations of workers, and maintain a competitive edge.

CEOs say that

54%

are **prioritizing investments in talent acquisition/transformation** over the next 12 months.

26%

see **labor and employment/workforce as a risk** following the 2024 US elections, while **28% see it as an opportunity** according to the Fall 2024 Pulse Survey.

Source: Fortune/Deloitte CEO Survey Summer & Fall 2024

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- [Fortune/Deloitte CEO Survey: Winter 2024](#)
- [Talent acquisition technology trends](#)

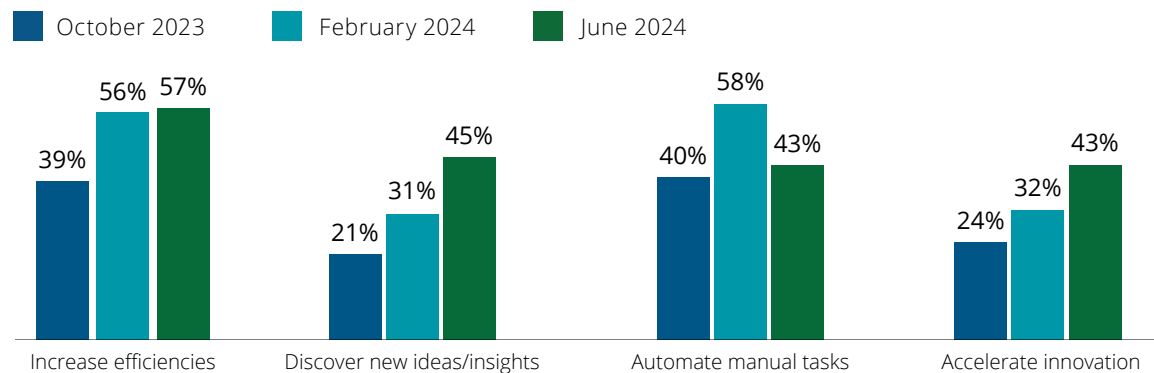


# Articulate a vision for an AI and a tech-enabled enterprise

Develop a clear strategy for integrating responsible artificial intelligence, including Generative (GenAI) and foster a leadership culture that prioritizes AI investments for the long-term; determine a technology and data foundation to capitalize on opportunities at scale.

As CEOs explore and experiment with AI, its use is shifting from task-focused to value-focused applications. Even at the C-suite level, [leaders are optimistic around the accelerated pace of adoption](#). By envisioning an AI-driven, innovative organization, CEOs can foster a culture that motivates their teams to pursue ambitious goals now, setting the foundation for their organization's future.

*To what extent is your organization currently planning to implement Generative AI to improve how you do business?*



49%

of CEOs have [experimented with GenAI](#) at work a few times to become familiar with it.

Source: Fortune/Deloitte CEO Survey Summer 2024

## Click for a deeper dive

- [Leading an AI-fueled organization: A CEO Series](#)
- [The State of Generative AI in the Enterprise](#)
- [New uses for digital twins in the race to navigate an uncertain future](#)
- [Generative AI: A game-changer for CEOs?](#)
- [Tech Trends 2025](#)



# Embrace opportunities for personalized consumer experiences

Leverage advanced technologies, including data analytics and AI, to tailor products and services to individual preferences, thereby helping enhance customer satisfaction and loyalty.

CEOs have the opportunity to elevate customer experience by leveraging real-time customer data and AI for customization. By adopting and empowering their teams to use these tools, they can enhance service delivery. Supporting AI and blockchain technologies helps organizations build trust and transparency with secure, customized solutions. However, balancing personalization with privacy requires a transparent approach to data collection and usage, ensuring customers feel secure.



Nearly **3 in 4 consumers** say they're more likely to purchase from brands that deliver **personalized experiences** – and they spend 37% more with those brands.

*Source: The keys to a successful customer experience personalization strategy*

## Click for a deeper dive

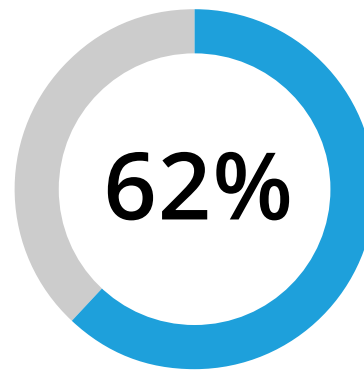
- [The Chief Experience Officer's top challenges](#)
- [The keys to a successful customer experience personalization strategy](#)
- [Generative AI for customer experience](#)



# Understand the changing environmental challenges

**Actively understand changing environmental challenges, while meeting regulatory and stakeholder expectations.**

As environmental regulations and policies evolve, CEOs should prepare their organizations and build resilience. There are various opportunities for CEOs to differentiate their companies by adopting innovative solutions. Globally, CEOs identify sustainability, climate risk, and regulatory disclosure requirements as top priorities, likely influenced by EU regulations.



Source: Fortune/Deloitte CEO Survey – Fall 2024

CEOs see **climate and sustainability as a business risk** following the 2024 US elections.

**Click for a deeper dive**

- [Sustainability regulation outlook 2024](#)



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## About the Chief Executive Program

Deloitte's Chief Executive Program, part of Executive Accelerators, is dedicated to advising chief executives throughout their careers — from navigating critical points of inflection, to designing a strategic agenda, to leading through personal and organizational change.

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