The four leadership personas of Industry 4.0— Which one are you?

The Fourth Industrial Revolution, or Industry 4.0, has ushered in unprecedented change and uncertainty.

While most of the 2,000-plus C-level executives surveyed by Deloitte and Forbes Insights are still navigating their way through these changes, there are leaders who appear to be getting it right.

Here's a look at the four leadership personas of Industry 4.0.
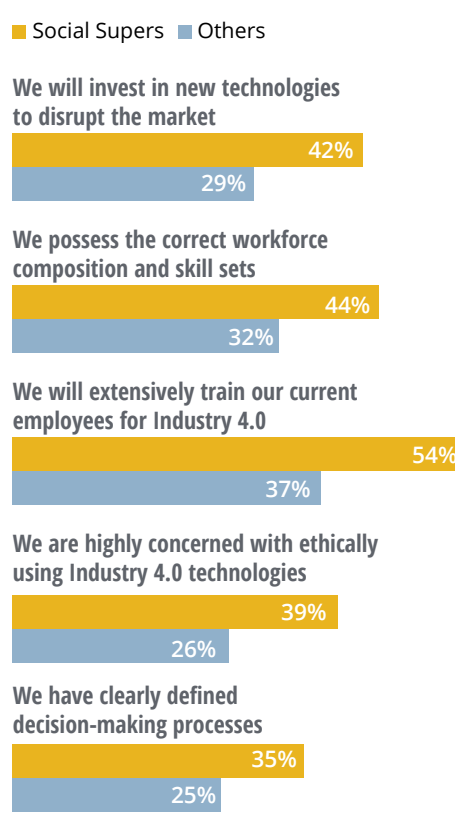

THE SOCIAL SUPERS

Generated new revenue streams by developing or changing products to be more socially or environmentally conscious, and whose societal initiatives contribute to their profitability more often than not

KEY CHARACTERISTICS

- Have more of an appetite for disruption
- More likely to have an able, proactively trained workforce
- More likely to approach technology with ethics in mind
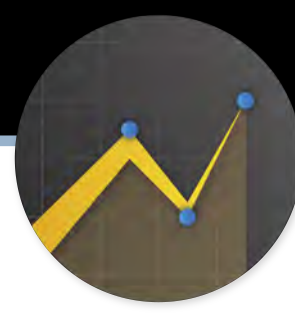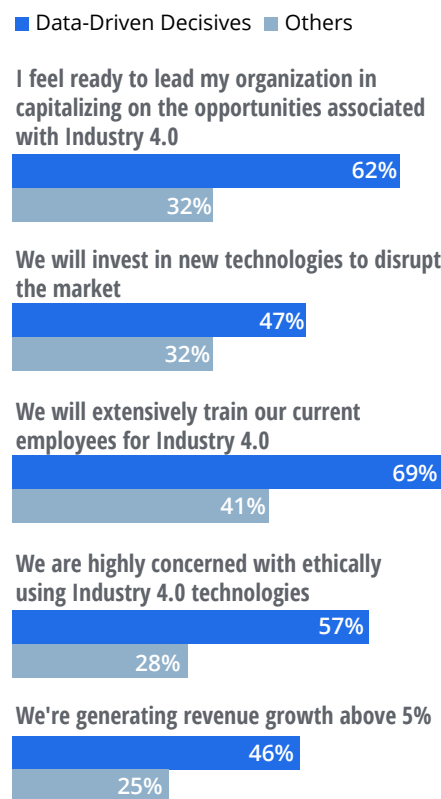- Have a more clearly defined decision-making process

■ Social Supers   ■ Others

We will invest in new technologies to disrupt the market
- 42%
- 29%

We possess the correct workforce composition and skill sets
- 44%
- 32%

We will extensively train our current employees for Industry 4.0
- 54%
- 37%

We are highly concerned with ethically using Industry 4.0 technologies
- 39%
- 26%

We have clearly defined decision-making processes
- 35%
- 25%

THE DATA-DRIVEN DECISIVES

Have clearly defined decision-making processes and use data-driven insights to capitalize on opportunities

KEY CHARACTERISTICS

- More confident to lead
- Adopt a bold approach to technology
- Committed to training their workforces
- Ethically driven

■ Data-Driven Decisives   ■ Others

I feel ready to lead my organization in capitalizing on the opportunities associated with Industry 4.0
- 62%
- 32%

We will invest in new technologies to disrupt the market
- 47%
- 32%

We will extensively train our current employees for Industry 4.0
- 69%
- 41%

We are highly concerned with ethically using Industry 4.0 technologies
- 57%
- 28%

We're generating revenue growth above 5%
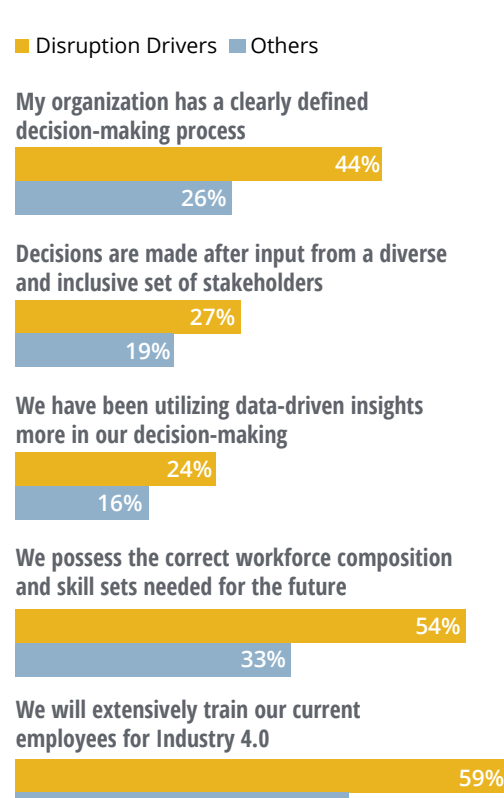- 46%
- 25%

THE DISRUPTION DRIVERS

Invest in new technologies to disrupt the market and have achieved or exceeded their intended business outcomes with technology investments

KEY CHARACTERISTICS

- Take a more holistic approach to decision-making
- Bold, hands-on approach to technology
- More confident in their workforces
- Committed to training their workforces

■ Disruption Drivers   ■ Others

My organization has a clearly defined decision-making process
- 44%
- 26%

Decisions are made after input from a diverse and inclusive set of stakeholders
- 27%
- 19%

We have been utilizing data-driven insights more in our decision-making
- 24%
- 16%

We possess the correct workforce composition and skill sets needed for the future
- 54%
- 33%

We will extensively train our current employees for Industry 4.0
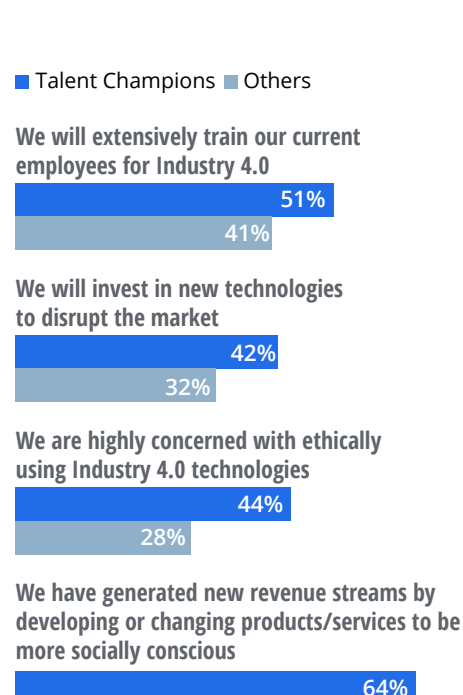- 59%
- 40%

THE TALENT CHAMPIONS

Possess the correct workforce composition and skill sets needed for Industry 4.0, and know which skills their employees will require to succeed in this era of change

KEY CHARACTERISTICS

- Aggressively preparing their workforces for the future
- More likely to invest in technology to disrupt market
- Greater emphasis on the ethical use of technology
- Successfully generating revenue from socially driven initiatives

■ Talent Champions   ■ Others

We will extensively train our current employees for Industry 4.0
- 51%
- 41%

We will invest in new technologies to disrupt the market
- 42%
- 32%

We are highly concerned with ethically using Industry 4.0 technologies
- 44%
- 28%

We have generated new revenue streams by developing or changing products/services to be more socially conscious
- 64%
- 51%

To learn more, download the full report, "Success personified in the Fourth Industrial Revolution."

Based on a survey of 2,042 C-level executives conducted by Forbes Insights in the second half of 2018.