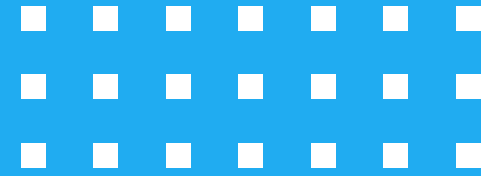


APRIL 2025

TOP 5 CEO ISSUES

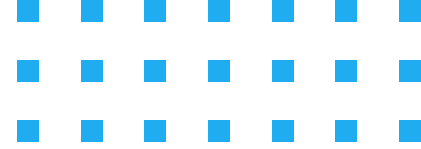




Cash flow stress and credit management were frequently mentioned as top issues across Australia and NZ. Even profitable businesses are facing issues with delayed payments, tighter cash cycles, and rising operational costs. These financial strains are prompting closer scrutiny of credit policies and client risk.



Cash Flow & Credit Pressures



CEOs are navigating the dual challenge of leading through uncertainty while building resilient teams and retaining top talent. Leadership development, empathetic communication, and managing emotional resistance to change are critical as organisations undergo transformation. At the same time, skills shortages, wage pressures, and succession planning are placing added strain on leaders to inspire loyalty, maintain morale, and drive performance in evolving environments.



Leadership, Talent, and Organisational Transformation

Many CEOs expressed concern over the unpredictable macroeconomic environment. Rising interest rates, inflation, and shifting global trade conditions - such as tariffs and election outcomes in the US - are creating a difficult environment for forecasting and investment. Leaders are preparing for tighter margins and the need for greater agility in decision-making.



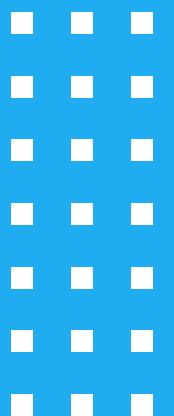
Economic Uncertainty and Interest Rates



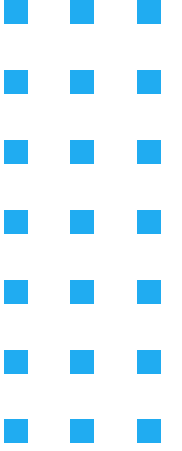
Election and Government Policy Impacts



The upcoming Australian election and geopolitical developments (especially US politics and China-Taiwan relations) are creating caution among leaders. Some CEOs report a slowdown in client decisions and economic activity due to political uncertainty. Changes in policy, such as gambling reform, are also impacting industry-specific strategies.



Geopolitical Pressures and Global Trade



Trade tensions, such as Trump tariffs and potential dumping into Australia, are seen as direct threats to local operations. The China-Taiwan situation and US protectionism are influencing supply chains, pricing strategies, and long-term investment planning. CEOs are monitoring these shifts carefully to mitigate risk.



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