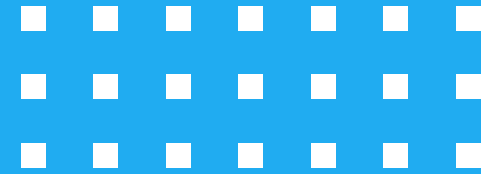


FEBRUARY 2025

# TOP 5 CEO ISSUES

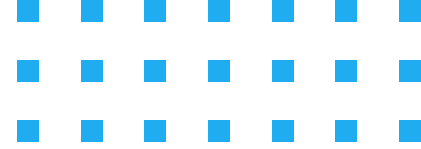




CEOs are grappling with cash flow challenges, exacerbated by rising business costs, tax burdens, and economic volatility. Many are reconsidering their growth strategies, balancing expansion with financial sustainability. Some are exploring restructuring, divestments, or hiring executive leadership to ease operational stress.



# Cash Flow Pressures & Business Viability



Recruiting and retaining skilled employees, particularly in lower-wage roles, remains a challenge. Productivity is declining, and leaders are experimenting with KPIs and leadership strategies to drive engagement. Companies are also reassessing their cultural and performance management frameworks to address turnover and team dynamics.



# Talent Retention & Workforce Productivity



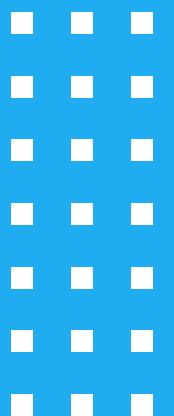
There is a strong appetite for AI adoption, but CEOs are seeking clarity on how to implement it effectively. Many organisations are leveraging AI for automation, documentation, and process efficiencies. However, concerns remain about AI's role in strategic decision-making and workforce displacement.



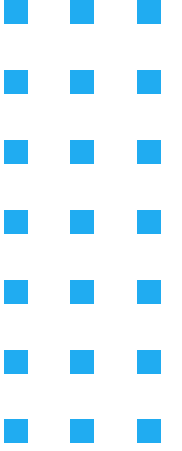
# AI Integration & Digital Transformation

# Regulatory & Economic Uncertainty

The political and economic landscape, including interest rates, taxation (such as land tax), and legislative changes, is weighing heavily on decision-making. CEOs are closely monitoring shifts in government policies and market conditions to mitigate financial risk. Discussions include potential geographic relocations and alternative business structures.



# Strategic Planning Amidst Cost Squeeze



Margin pressure and rising operational costs are forcing businesses to rethink their strategies. CEOs are prioritising efficiency, process optimisation, and commercial negotiations to maintain profitability. Many are debating the merits of offshoring, cost-cutting, and simplifying operating models to stay competitive.



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