

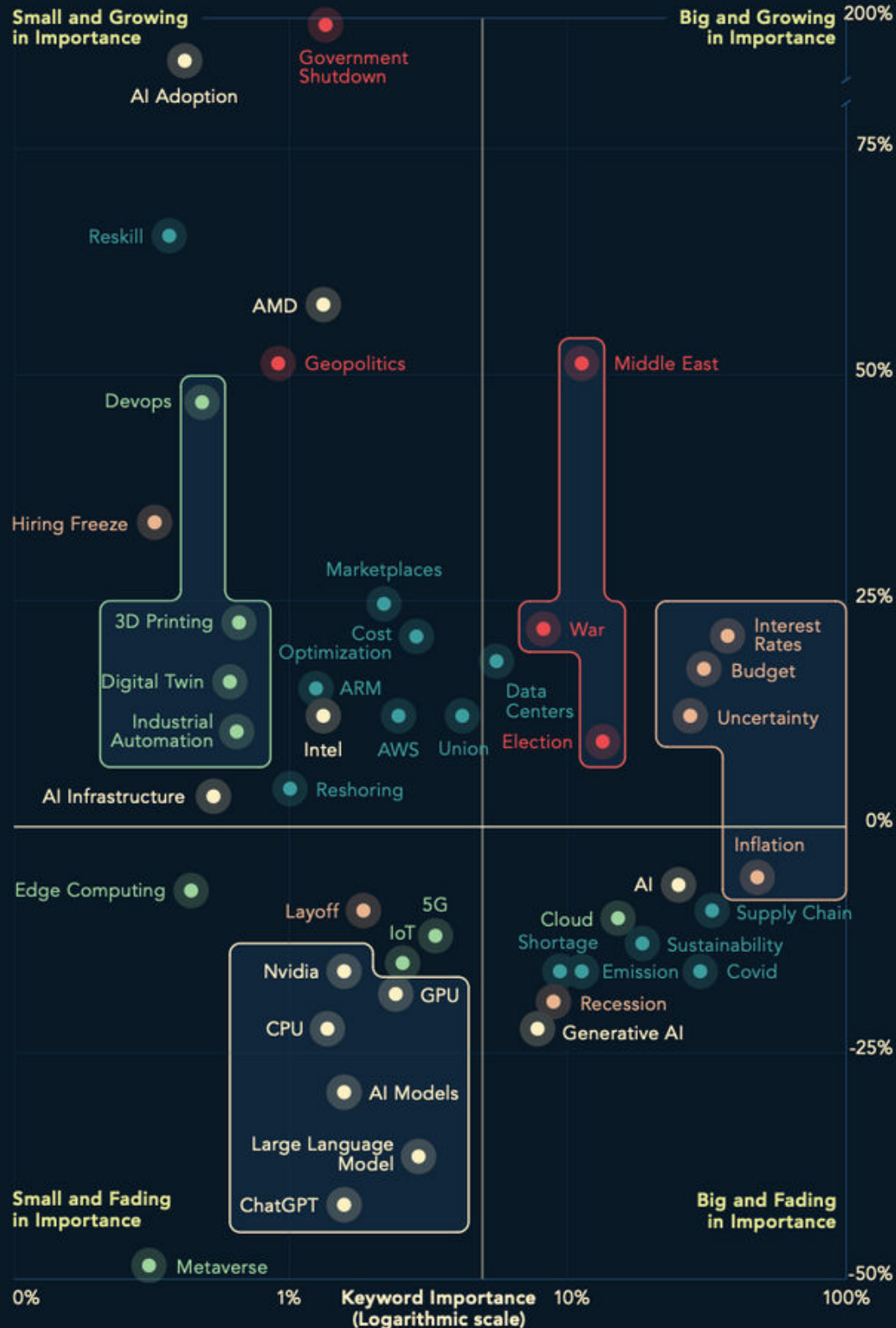
Research + Insights

# Charting the Course for 2024: Leadership and Strategy

# What CEOs are Talking About Going into 2024

- Geopolitical Uncertainty
- Economic Concerns
- AI
- Industry 4.0
- Others

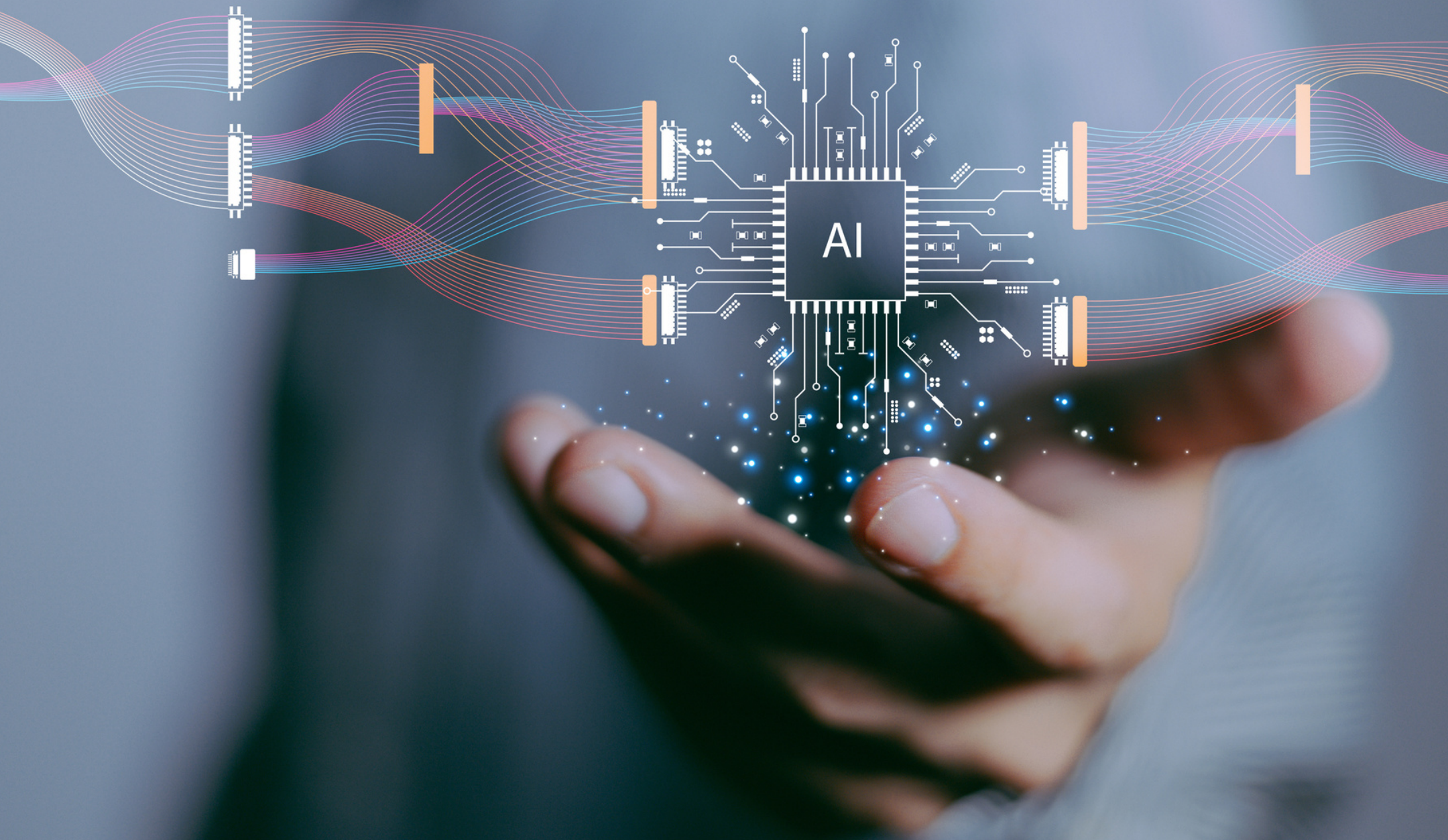
Keyword Growth & Importance in Earnings Calls of U.S.-listed Companies



## Outlook for 2024

Senior executives face a dynamic mix of opportunities and challenges this year.



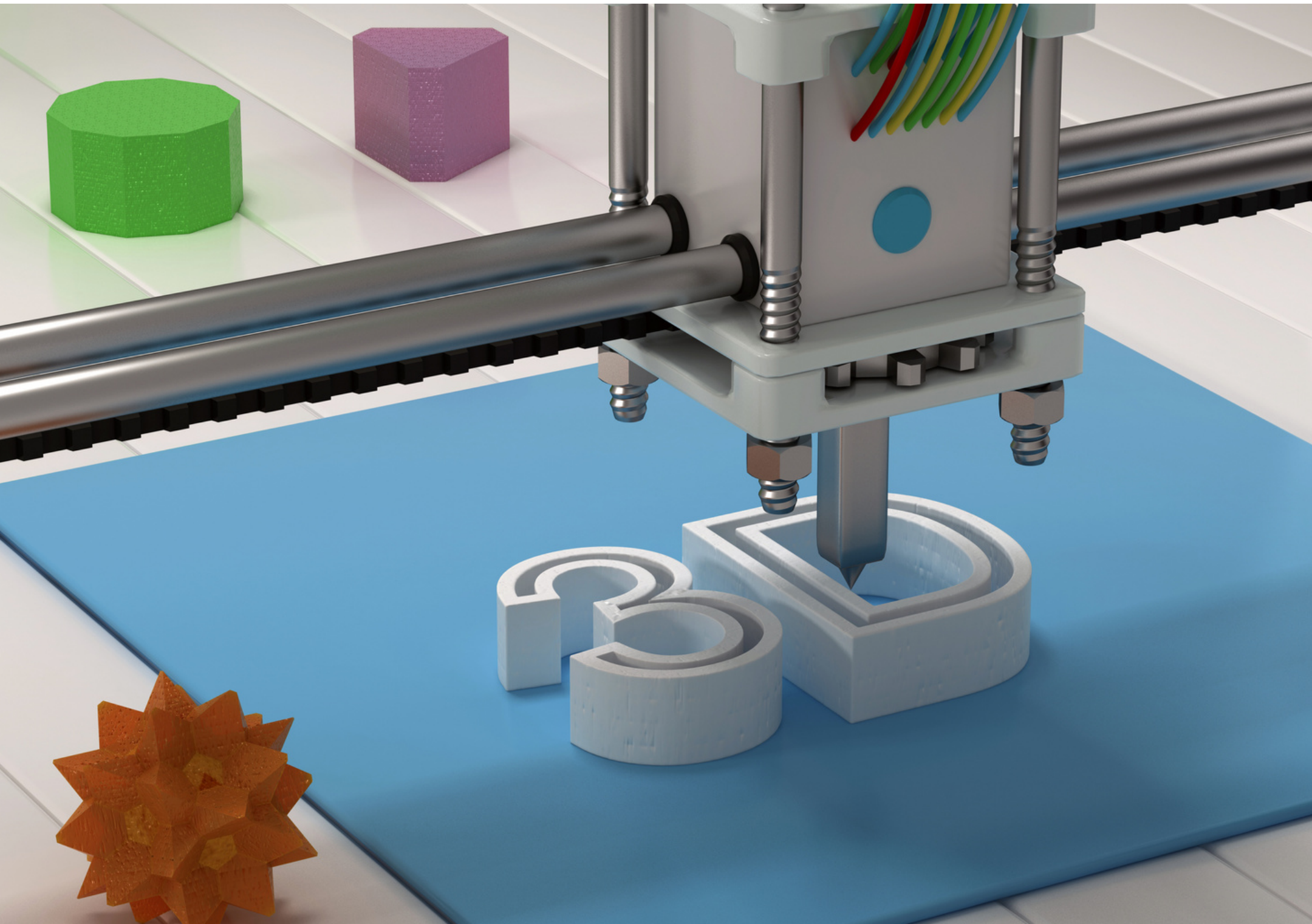


## Artificial Intelligence (AI)

The **AI revolution** is here, and it is reshaping the landscape of corporate innovation.



Advanced manufacturing technologies are driving a **digital industrial revolution**.





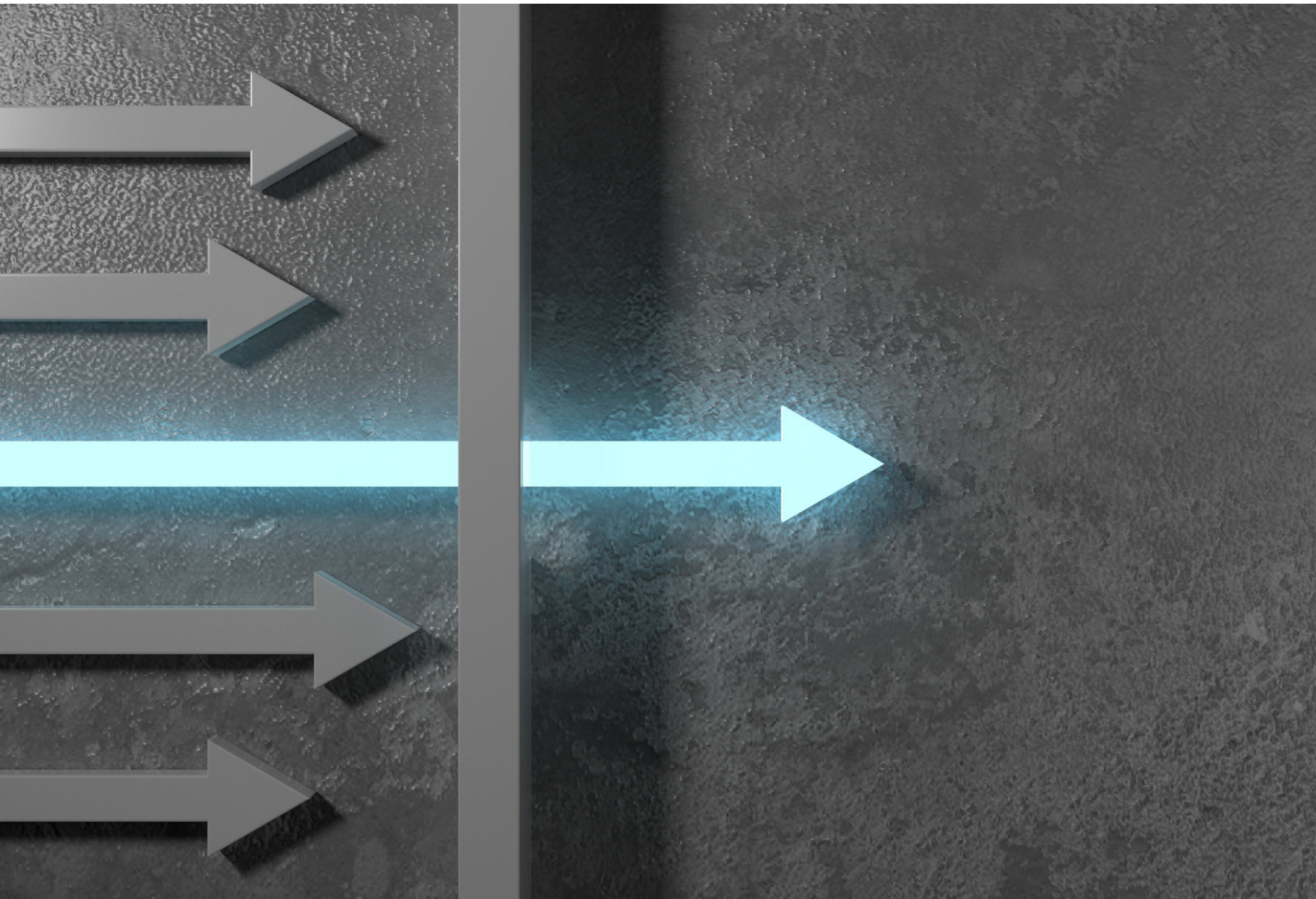


## Risks and Uncertainty

However, **economic concerns** and **geopolitical uncertainty** pose serious risks.



More than ever, strong **business strategy**,  
**leadership**, and **innovation** will drive success.





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