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HLB's 2023 Global Business Leaders Survey Looks for Silver Linings Amidst a Stormy Global Environment

HLB International, the global advisory and accounting network, recently released its latest annual leaders survey, which included nearly 600 participants from 60 countries. The major theme for 2023 is how to best steer through a “permacrisis” of economic and political uncertainties.

A Continued Demand for Innovation

The new report, entitled “Leading Through a Perfect Storm,” revealed concern over global issues such as inflation and geopolitical risks. The need for flexibility and innovation was born out of the Covid-19 pandemic and continues as 82% of business leaders cite inflation as an inherent risk to their businesses. Even so, 79% of survey respondents believe they'll be able to grow revenue over the next 12 months.

Nearly half of leaders are simultaneously focusing on survival and transformation. Some of the top strategies to achieve these priorities include talent acquisition, operational efficiencies, and new technologies such as artificial intelligence.

Long-term business strategies are also seeing a shift towards integrity and shared values within an organization. Nearly 70% of business leaders reported they have a clearly defined purpose and 55% reveal they are focused on an evolving HR model to meet future staffing needs.

View the full report [here](#).

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