

The Chief Executive Challengers (CECs)

Leaders at the helm of the most innovative and influential organizations wired to break the status quo. They regularly make decisions without a playbook or prior case study to guide them. In an era of uncertainty and rapid convergence, these leaders thrive through their ability to discover and exchange insights through curated knowledge networks. When the next reinvention is always overdue, extracting valuable information from all the noise is a daily challenge, and advantage. The longevity of their career and the shape of industry depend on it.

The Expanding C-Suite

Tried and True

- Chief Executive Officer
- Chief Financial Officer
- Chief Marketing Officer
- Chief Operating Officer
- Chief Technology Officer
- Chief Information Security Officer

On The Rise

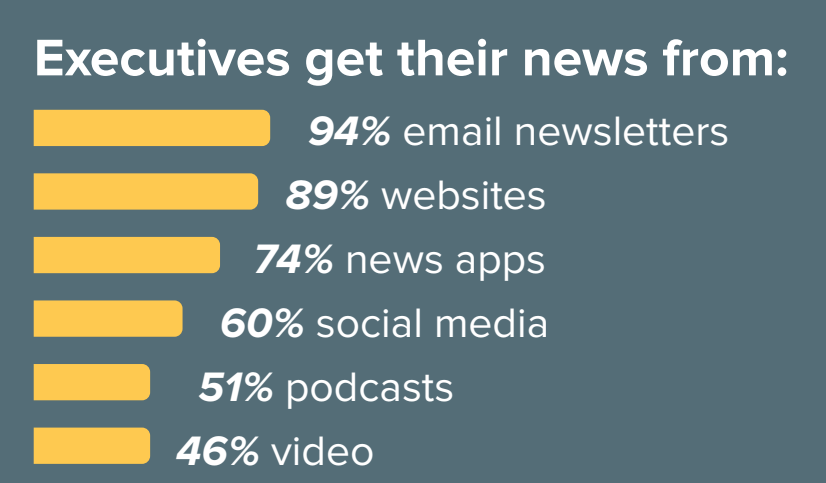
- Chief Digital Officer
- Chief Data Officer
- Chief Commercial Officer
- Chief Compliance Officer
- Chief Diversity Officer
- Chief Sustainability Officer

What's Next

- Chief Robotics Officer
- Chief Purpose Officer
- Chief Experience Officer
- Chief Automation Officer
- Chief Privacy Officer
- Chief Relationship Officer

Daily Behavior

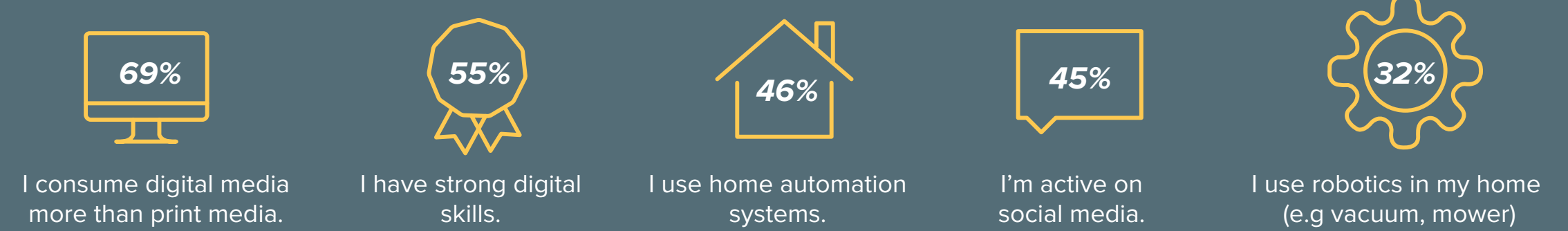
Nearly 2 out of 3 of executives primarily get their news on their phones



Executives are either **ALL IN OR OUT** with podcasts and video

Personal Use of Technology

Percent agree with statements



Information Seeking

Diversity of thought is a core strategy for how CECs build their knowledge network.

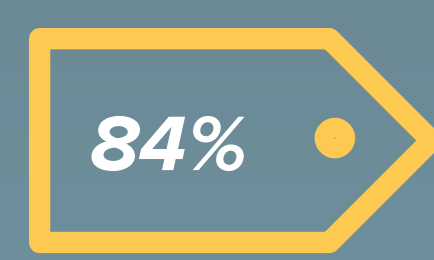


TOP BUSINESS PRIORITIES

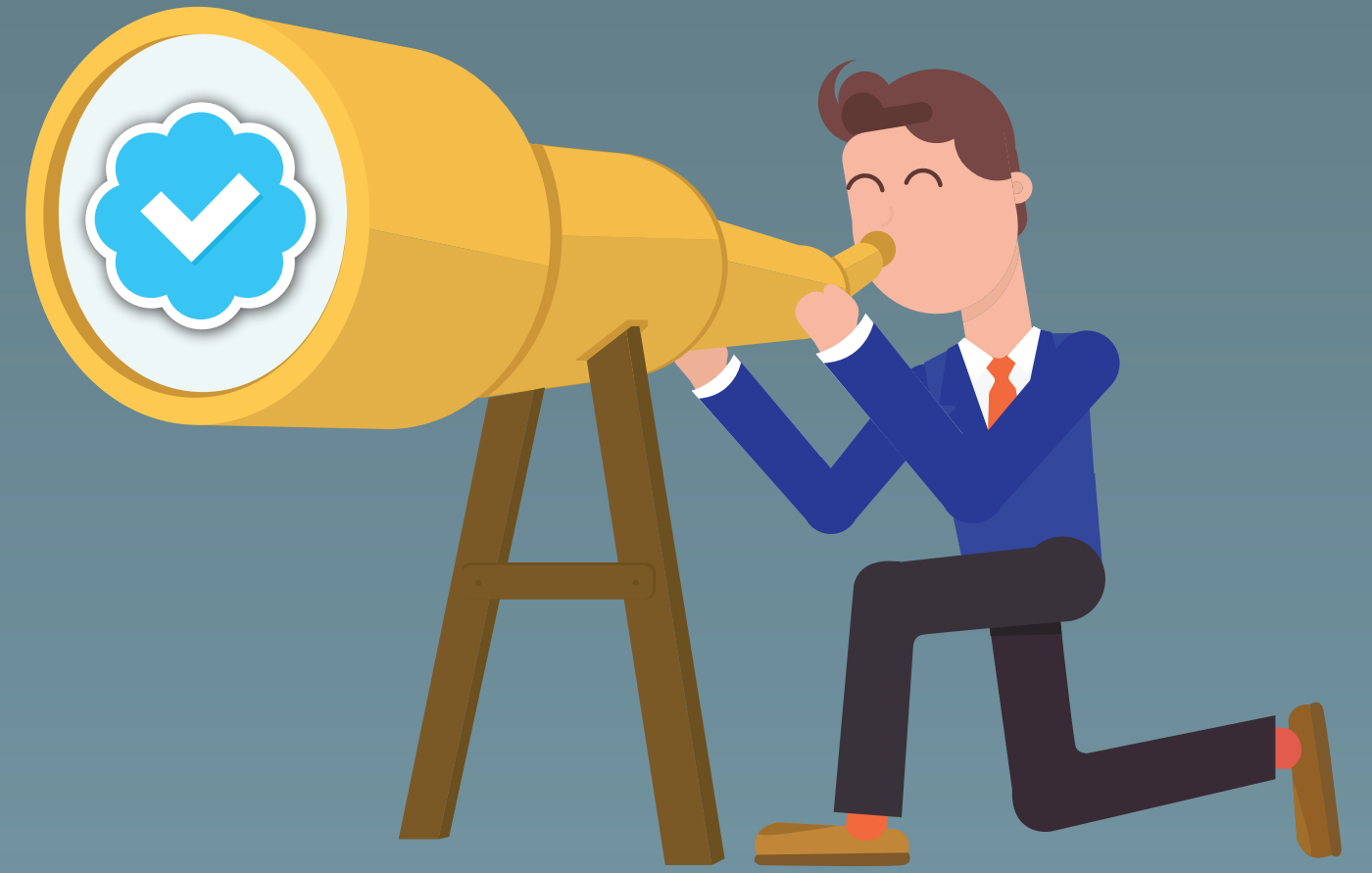
- for global leaders:
- Innovation
 - Human Capital
 - Digital and technology capabilities



Hyper-connectivity is dulling the experience vs. sharpening it, and CECs are looking for **NEW SOLUTIONS**



of executives are open to content from brands, as long as it's high quality and clearly labeled.



Sharing

Executives strive to share in a personal, independent manner. The source of content matters.



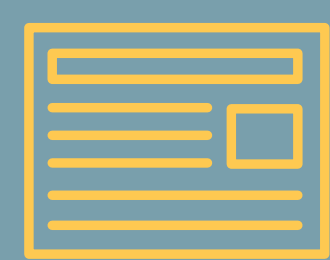
of executives are likely to share good content, and its source almost always (85%) influences their decision to share it



of executives would share work-related content if they found it valuable.

While long-form articles are still the most shared content format, the format that draws them in most are data visualizations.

Most Shared



long-form articles

Most Eye-Catching



data visualizations



UNTOLD INSIGHTS

applied to "my business" wins the day

Sources

1. PWC. "20th CEO Survey." Jan 2017.
2. Quartz Insights. "Global Executives Study." October 2016.
3. Captains of Industry. "Qualitative GBL Interviews." November 2016.