

Fortune Favors The Bold And Focused

Sharyn Leaver
Chief Research Officer



Predictions 2023

Four in 10 hybrid-working companies
will try to undo anywhere work and fail.

CX differentiation will erode in
three-fourths of industries.

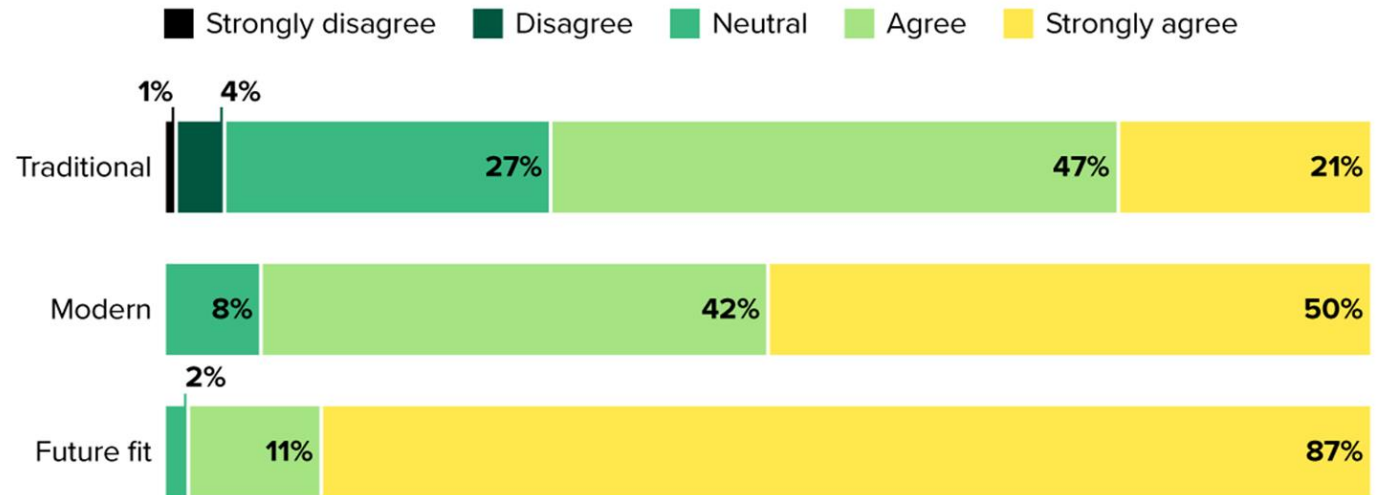
Trust in consumer technology
companies will decline by **15%.**

and yet...

Global tech spend will grow **4.7%** in
2023 to reach **\$4.4 trillion**

Future Fit firms
consider
innovation critical
to resilience.

“Innovation is critical to make my organization more resilient”



Base: 46 to 842 business and technology professionals at organizations with more than 500 employees and varying future fitness



Forty percent of firms will take a cloud-native-first strategy.



More than 50% of CROs will report directly to the CEO – and their staff will blow the whistle on burnout.



One-third of digital businesses will regret playing “software company.”

The metaverse needs a
“Pokémon Go” moment —
and we won’t see it in
2023.



Generative AI will deliver more “coherent nonsense” than value.



and so...

Be bold and focused.

- ✓ Get your cloud strategy in order.
- ✓ Shift innovation to focus on resilience.
- ✓ Optimize service providers and capture pricing opportunities.
- ✓ Build bench strength as others slash staff too deep.



Thank You.

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