Digital Leaders responded 1,785

Countries 82

Female 14%

WANTED
Top 3
- Cybersecurity experts
- Big data analysts
- Technical architects

11% is the average churn of the technology team
74% feel that their government could do more to tackle the digital skills crisis

GENDER DIVERSITY IS IMPROVING
Almost a quarter of tech team is female and 28% of new hires

SKILLS AND TALENT
All time high for skills shortages 70%

BUSINESS LANDSCAPE
46% expect major or radical changes to their products and services
33% fear the impacts of economic downturn to a great extent

IN THE EYE OF A STORM
9/10 expecting major disruption
40% fear an attack from foreign powers
60% feel that salary demands are unsustainable
62% feel they will never have enough technology staff
58% concerned about supplies of hardware or chips
1/3 very concerned about economic downturn

DRIVING DIGITAL
Top 3
- Improving operational efficiency
- Improving customer experience
- Developing new products

WHERE TO SPEND?
- 52% are asked to build new ways to realise potential
- 46% expect major or radical changes to their products and services
- 53% tasked with supporting innovation

FINDING DATA TREASURE
64% think that big data and analytics are the way to deliver competitive advantage

WORKING FROM HOME
2-3 typical number of days expected in the office

CYBERSECURITY
- 28% suffered a major cyberattack in the last two years
- 41% feel that the cloud has complicated security
- 40% concerned by attacks from foreign powers

IN THE EYE OF A STORM
- The bigger the organisation, the more likely it is to be attacked
- Digital Leaders still seeking cyber expertise as a priority

SUSTAINABILITY
43% think technology has a big part to play
22% are using tech to measure their carbon footprint

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DATA VOLUMES ARE INCREASING EXPONENTIALLY

DRIVING DIGITAL
PRIORITY FOR DIGITAL LEADERS
- 39% identify as digitally excellent
- Less likely to have a seat on the table when tech is cloud-based

Nash Squared
Digital Leadership Report 2022
www.nashsquared.com/dlr