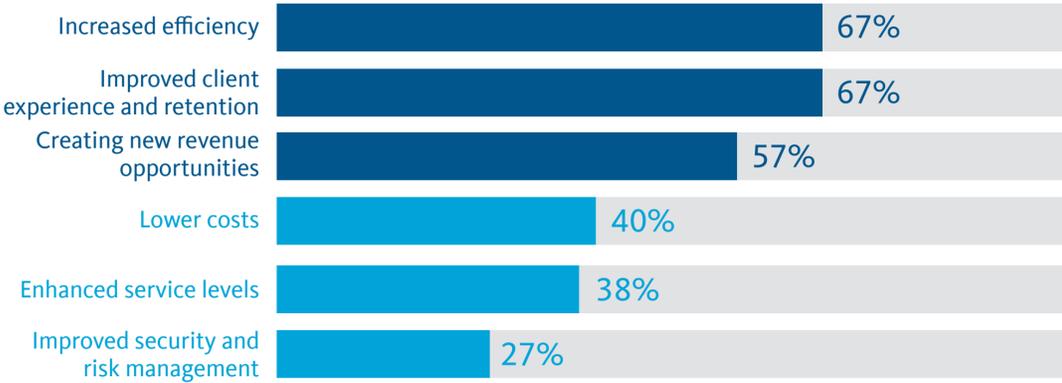


How do CEOs approach innovation?

Unprecedented times require bold action from leadership. Every obstacle is an opportunity to innovate. We asked 96 C-level executives from Fortune 1,000 companies how they approach innovation and prioritize future technology investments. **Here's what they said:**



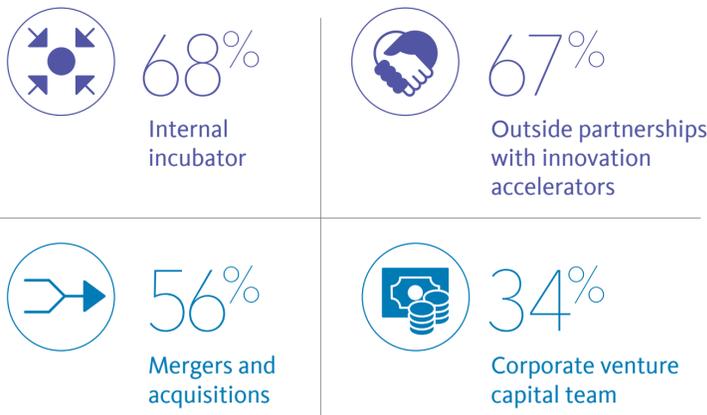
Emerging technology will help increase efficiency, transform the customer experience and create new revenue opportunities.



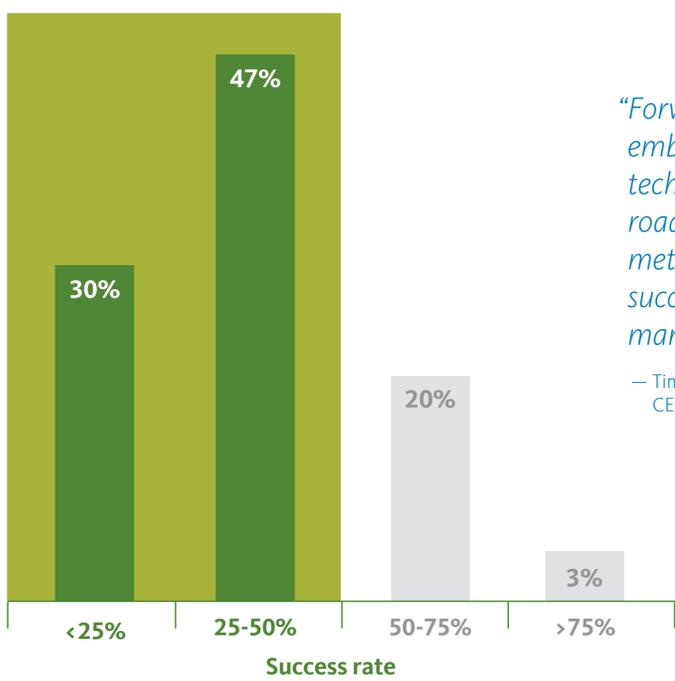
Value creation is the marker for measuring success.



Key innovation strategies: internal incubation and outside partnerships.



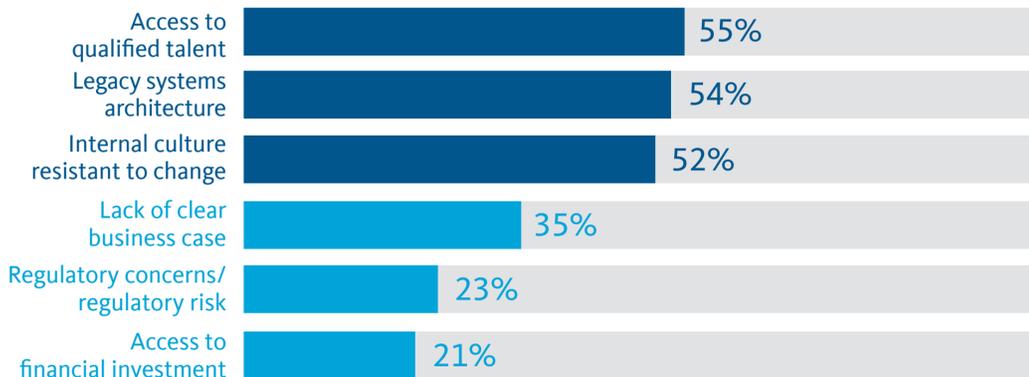
Nearly 80% of executives say that less than half of their firm's innovation projects succeed.



“Forward-thinking CEOs who embrace next-generation technology to drive their business roadmap against specific success metrics are best positioned to succeed in this rapidly evolving market environment.”

— Tim Gokey
CEO, Broadridge

Biggest obstacles to technology transformation? Access to talent, legacy systems and cultural inertia.



Leaders look to a wide range of sources to keep up with next-gen technology trends.



Recent events underscore the importance of technology transformation.

“Successful transformation requires not only experimentation with emerging technologies, but also a change in business processes and team alignment around a new way of doing business.”

— David Niles
President, G100 Network

The biggest risk is doing nothing.

If firms get it right, they can solve for the short-term and strategically position themselves for the future.

ABOUT THE ABCDs OF INNOVATION®

Broadridge helps clients understand and apply next-gen technologies by simplifying the complex to help them be Ready for Next. We call this The ABCDs of Innovation®.

The ABCDs of Innovation includes a focus on AI, blockchain, the Cloud and digital—as well as the underlying data and analytics that makes them more powerful.

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