



TCS 2021 Global Leadership Study

Where, How and What Leaders Will Compete With in the New Decade

The Global Leadership Study asked Senior Leaders

What is more important for the mid-2020s?



Innovation

OR



Optimization?

4 ESSENTIAL TAKEAWAYS



Senior leaders predict:



1 Future growth and profitability will come from new collaborators, competitors, digital offerings in new industries and ecosystems



2 Innovation and customer and employee centricity should drive their culture more than shareholder value



3 Previously unaffected areas of the organization will be subject to cyberattacks in the years ahead



4 Optimization will be more important than innovation to drive growth and profitability between now and 2025

THE BIG TAKEAWAY?

Even with the massive growth in digital opportunities senior leaders anticipate, the findings suggest most are significantly underestimating the amount of innovation they will need to effectively compete.



Discover more data-driven insights in the full Key Findings report [here](#).