**Goal**
- Protect business
- Improve internal culture
- Become more competitive

**Technology**
- Artificial intelligence
- Blockchain
- Cloud
- Internet of Things
- Augmented reality
- Virtual reality

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**Innovation is defined as the conception, development and delivery of new products, services, processes, systems or models of production or delivery of goods or services.**

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**Finding the advantage**
- In the next 12 months, 67% of businesses are pursuing or planning to pursue the innovation.
- Percentages are the proportion of all firms that say they are pursuing or planning to pursue the innovation.

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**High risk, high optimism**
- 51% of all respondents think technology can mitigate macro risks.
- 93% of those who think technology can mitigate macro risks say they are pursuing or planning to pursue the innovation.

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**What have they done so far?**

**Risk**
- Technology
- Product and service
- Operating model
- Customer experience
- Business model

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- Technology
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**RISK, INNOVATION AND TECHNOLOGY**

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**What have they done so far?**

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**WANT TO LEARN MORE?**

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**Creating Advantage in Uncertainty**