

# IBM Global CEO Study 2010 - Capitalising on Complexity.

To understand what characteristics distinguish successful organisations within the context of the new economic environment, IBM interviewed 1,541 CEOs and public sector leaders, representing 60 countries and 33 industries, including 22 from New Zealand - the largest number of respondents in eight years of research.

Their accumulated knowledge identifies both the benefits and the drawbacks of a turbulent marketplace as well as three key strategies for Capitalising on Complexity.

Also for the first time, the Study uncovers starkly divergent strategic concerns and priorities among CEOs in A/NZ compared to CEOs in Asia, Europe or North America – the first time such clear regional variations have appeared in this biennial survey of private and public sector leaders.

An astounding number of A/NZ CEOs told IBM they feel ill-equipped to cope with this drastically different world. Eighty-four percent of A/NZ CEOs interviewed said they expect the level of complexity to grow significantly over the next five years, but only 39 percent believe they know how to deal with it successfully. This 'complexity gap' poses more serious challenges than any other factor measured in the eight years IBM has been conducting this research.

In this presentation, Matt English, Partner, Global Business Services IBM Australia will discuss the overall findings of the study, and explain the three areas that successful organisations in these turbulent times have been focusing on:

- o Embody creative leadership
- o Reinvent customer relationship
- o Build operating dexterity

In the meantime, you can get a preview of the study findings and view videos of CEOs discussing their experiences at [ibm.com/ceostudy](http://ibm.com/ceostudy).

## Event Host



## **IBM Global CEO Study 2010 - Capitalising on Complexity.**

**Date:** *Monday 19<sup>th</sup> July 2010*

**Venue:** *IBM New Zealand  
Corner Wyndham and Nelson St  
Auckland 1010*

**Time:** *Registration 3.30pm for a 4pm start  
5pm-6.30pm networking refreshments*

Name:

Company:

Address:

Phone:

Email:

<b>Ticket Prices (incl GST)</b>	<b>Number of Tickets</b>	<b>Total</b>
Member Tickets      \$62.00 <small>incl GST</small>		
Non-member Tickets    \$73.00 <small>incl GST</small>		
<b>Please email through the names and company names of your guests.</b>	Grand total \$	

Payment options

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Email or fax completed form to:

American Chamber of Commerce, PO Box 106 002, Auckland Central

Ph: 09 309 9140 Fax: 09 309 1090

RSVP: Wednesday 14<sup>th</sup> July 2010 Email: [Kathryn@amcham.co.nz](mailto:Kathryn@amcham.co.nz)

Tickets will not be refunded if bookings are cancelled after Wednesday 14<sup>th</sup> July 2010.

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