



## EXECUTIVE PERSPECTIVES ON TOP RISKS 2024 & 2034

# Innovation execs cite disruptive tech, workforce challenges among top risks

Innovation and transformation executives identified the biggest threats impacting their organizations in Protiviti's 2024 Top Risks Survey. The executives' perspectives on risks, listed below, reflect increasing concerns over emerging technologies, workforce challenges, limited growth opportunities, and customer loyalty.

### Top 10 Risks for 2024

- 1 Rapid speed of disruptive innovations enabled by new and emerging technologies and/or other market forces
- 2 Adoption of digital technologies requiring new skills in short supply
- 3 Ability to attract, develop and retain top talent, manage shifts in labor expectations, and address succession challenges
- 4 Sustaining customer loyalty and retention
- 5 Substitute products and services that affect the viability of our business
- 6 Economic conditions, including inflationary pressures
- 7 Pandemic-related government policies and regulation
- 8 Increases in labor costs
- 9 Limited opportunities for organic growth
- 10 Third-party risks

2034

Looking a decade ahead, the respondents cited the rapid speed of disruptive innovations, cyber threats, and social media developments and platform technology innovations as their top 3 risk issues.