

Welcome to our premiere issue of **Topics and Trends**, a regular communication of the *Business Growth and Resilience Series*. We've created it to bring you a quick and timely summary of our latest thinking on important cross-industry subjects. Each issue, **Topics and Trends** will deliver fresh and actionable insights from our cross-functional subject matter specialists. All to help your organization remain resilient and continue growing through these disruptive times.

Hot topics



CEOs confident in a postpandemic future

In the newly released *KPMG 2021 CEO Outlook*, 400 CEOs wax optimistic about making their organizations plugged-in, people-first, and purpose-led while balancing growth, digital acceleration, cybersecurity, and ESG goals moving forward. [Download](#) the full report.



Pandemic shifts the economy

The pandemic boosted savings rates, shrunk the labor market, and changed consumer behaviors. It also exposed interconnected risks, from supply chain bottlenecks to climate volatility, in the world's Jenga tower of financial, manufacturing, and distribution relationships. [Here's how](#) to grab the opportunities—and avoid the dangers.



Cybersecurity assumes major role

Remote working and online collaborations have heightened the need for stronger cybersecurity. The introduction of new technologies—5G, edge computing, and artificial intelligence—can be exploited by criminals, making the coming threats even more serious. In this environment, chief information security officers are often the ones driving digital transformation in their organizations. [Here's how](#) you can make the most of this moment.



Explore the future—of work

A new paradigm is emerging in the corporate world: a hybrid blend of virtual and in-person working that increases both efficiency and employee satisfaction. As companies fine-tune this approach, the “ambidextrous organization” may well become the standard for the future. See if it might [fit your needs](#).



Making MarTech pay off

Marketing technology—MarTech—leverages data and analytics to drive revenue growth in major organizations. But its success depends on a productive alliance between marketing and IT. Optimizing that relationship often requires revamping partnership roles, responsibilities, decision-making structures, and metrics. [Here's how](#) to make it work for you.

If you have questions or would like to discuss any topic above further, please contact us. Thank you.



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