

**1,785**

Digital Leaders responded

**14%**  
Female



**82**

Countries

MAKING DIFFICULT CHOICES

Nash Squared  
**Digital Leadership Report 2022**

[www.nashsquared.com/dlr](http://www.nashsquared.com/dlr)

**52%**  
expect a budget increase

**58%**  
expect a headcount increase

**BUSINESS LANDSCAPE**

**46%**  
expect major or radical changes to their products and services

**33%**  
fear the impacts of economic downturn to a great extent

**IN THE EYE OF A STORM**

**9/10**  
expecting major disruption

**40%**  
fear an attack from foreign powers

**60%**  
feel that salary demands are unsustainable

**1/3**  
very concerned about economic downturn

**62%**  
feel they will never have enough technology staff

**58%**  
concerned about supplies of hardware or chips

**SUSTAINABILITY**

**43%**  
think technology has a big part to play

**22%**  
are using tech to measure their carbon footprint

**SKILLS AND TALENT**

All time high for skills shortages **70%**

**WANTED**

Top 3

**1**  
Cybersecurity experts

**2**  
Big data analysts

**3**  
Technical architects

**11%** is the average churn of the technology team  
**74%** feel that their government could do more to tackle the digital skills crisis

**GENDER DIVERSITY IS IMPROVING**

Almost a **quarter** of tech team is female and **28%** of new hires

**CYBERSECURITY**

**28%**  
suffered a major cyberattack in the last two years

**41%**  
feel that the cloud has complicated security

**40%**  
concerned by attacks from foreign powers

The bigger the organisation the more likely it is to be attacked

Digital Leaders still seeking cyber expertise as a priority

**WHERE TO SPEND?**

Investment in emerging tech is down despite budgets increasing

**52%**  
are asked to build new ways to realise potential

**46%**  
expect major or radical changes to their products and services

**53%**  
tasked with supporting innovation

**DRIVING DIGITAL**

**PRIORITIES FOR DIGITAL LEADERS**

Top 3

**1**  
Improving operational efficiency

**2**  
Improving customer experience

**3**  
Developing new products

**39%**

identify as digitally excellent

Less likely to have a seat on the table when tech is cloud-based

**FINDING DATA TREASURE**

Data volumes are increasing exponentially

**64%**  
think that big data and analytics are the way to deliver competitive advantage

Digital Leaders are less confident in their ability to handle data than last year

Only 1 in 5 are using it to deliver increased revenue

**WORKING FROM HOME**

**2-3**  
typical number of days expected in the office

Hybrid working is the new normal and continues to improve work-life balance

Productivity has fallen year on year

Mental wellbeing is still a casualty

in collaboration with: