

## PWC Survey of CEOs on AI

49% of the 4701 CEOs surveyed by PWC in 2025 say that AI will increase their profitability in the next 12 months. This is up from 46% in 2024. They are optimistic and bullish about that, but more bullish and less optimistic than the previous year.

PWC sets out three main principles for companies to adopt in order to maximise their experience with AI.

1. **Centralised leadership on responsible AI**
2. **An empowered workforce**
3. **A systematic approach to AI-enabled value creation.**

Lots of substance here. For more on these ideas, click <https://www.pwc.com/gx/en/issues/c-suite-insights/the-leadership-agenda/an-ai-trust-gap-may-be-holding-ceos-back.html>