COVID-19 Outlook and Advice from Global Chief Executives

The new YPO survey finds that most chief executives have already experienced negative impacts from COVID-19. At this time, the majority of CEOs surveyed foresee a strong shock to the economy with improving results one year from now. There are lingering effects expected, but the majority of respondents do not anticipate significant changes in revenue, employment and fixed investments one year from now.

Impact

Regions where the most chief executives have experienced a negative impact on revenues to date:
- Asia: 84%
- South Asia: 78%
- Middle East: 74%
- Europe: 70%

Regions where the least chief executives have experienced a negative impact on revenues to date:
- United States: 50%
- Australia/New Zealand: 52%
- Canada: 45%

Percentage of chief executives experiencing negative impact in:
- Business travel: 87%
- New business development: 62%
- Revenue: 58%

Outlook

41% of chief executives expect large negative impact on revenues during the next 6 months.
19% but only 19% expect sales to drop more than 20% over the next 12 months.

95% of chief executives have taken action already, including:
- Communicating regularly with employees: 68%
- Adopting new health and safety procedures: 67%
- Cancelling major events: 64%
- Halting business travel: 53%
- Shifting short-term goals: 32%
- Researching new business innovations: 28%
- Making changes to the supply chain: 18%

Top Advice

Global chief executives advise:
- Stay calm
- Anticipate and plan
- Communicate and reassure
- Protect employee well-being
- Ensure financial resiliency
- Find opportunities to innovate
- Reduce travel and gatherings
- Work from facts, not rumors
- Stabilize your supply chain

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YPO Chief Executive Global Survey on the Business Impact of COVID-19
Number of respondents: 2,782+ from 110 countries