

The Most Important Leadership Quality for CEOs? Creativity

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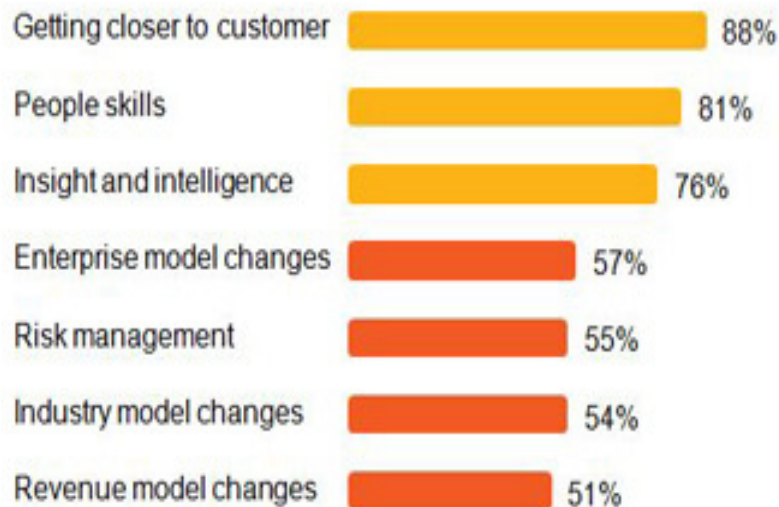
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For CEOs, creativity is now the most important leadership quality for success in business, outweighing even integrity and global thinking, according to a new study by IBM. The study is the largest known sample of one-on-one CEO interviews, with over 1,500 corporate heads and public sector leaders across 60 nations and 33 industries polled on what drives them in managing their companies in today's world.

The area all CEO's agreed on is Customer focus: 88% of all CEOs, and an astounding 95% of standout leaders, believe getting closer to the customer is the top business strategy over the next five years.

Dimensions to focus on over the next 5 years



Getting closer to customers

