



The new YPO Global Pulse survey focuses on what's on the minds of chief executives around the world regarding topics that influence businesses and leadership and impact the world.

YPO is an independent organization with no inherent bias or issue advocacy agenda. Our new Global Pulse survey is statistically relevant across the globe, and not focused on a single country, industry or type of business. Because we do not focus on just the largest companies, our survey of chief executives provides perspectives across a wider portion of the global economy.

YPO members are the senior-most operators (chief executives or equivalent) of companies of a qualifying size and complexity. While the minimum qualifying criteria vary depending on company type, for most companies it's a minimum of 50 employees and minimum annual revenues of USD13 million.

About a third of YPO's members are entrepreneurs, another third run family businesses and the rest are professional (hired) executives.

The March 2018 survey garnered information from our members about the disruptive and emerging technologies that are affecting businesses and the extent to which business leaders are engaging them.

## **About YPO**

The premier leadership organization of chief executives in the world.

YPO is the global platform for chief executives to engage, learn and grow. YPO members harness the knowledge, influence and trust of the world's most influential and innovative business leaders to inspire business, personal, family and community impact.

Today, YPO empowers more than more than 25,000 members in more than 130 countries, diversified among industries and types of businesses. Altogether, YPO member-run companies employ more than 16 million people and generate USD6 trillion in annual revenues.

Leadership. Learning. Lifelong. For more information, visit [YPO.org](https://www.ypo.org).