# N² Nash Squared | Harvey Nash.

# DIGITAL LEADERSHIP REPORT 2025
## AT A GLANCE

**2,015** respondents

**62** countries

## BUDGETS & GROWTH

**39%** expect tech budget growth – slowest in a decade

**1** big jump in **operational efficiency** as a board priority

**geopolitical uncertainty** driving caution

## AI

**19%** now running **large-scale AI projects** (up from 10%)

**33%** report **clear ROI**

**BUT**

**51%** **not upskilling** employees

### Top use cases for AI

1. **Software development**
2. **Helpdesk**
3. **Marketing**

## CYBERSECURITY BACK IN FOCUS

**29%** experienced a **major attack**

**BUT**

challenges **justifying investment in the invisible** remain

Organised cyber-crime remains **number 1 fear**

**50%** fear attacks from **foreign powers**

**42%** fear attacks from **insiders**

## SKILLS & TALENT

### Top 3 in-demand skills

1. AI
2. Data & Analytics
3. Cyber

**AI** is the **fastest growing skills shortage in 16 years**

**17%** of **tech hiring** expected to be **fulfilled by AI** in the future

**65%** of digital leaders **prioritise AI skills** over experience

**42%** expect **outsourcing to grow**

## HYBRID WORKING

**mandated office days up**

**employee dissatisfaction up**

## ROLE OF THE DIGITAL LEADER

**65%** are on the **exec committee**

**53%** have **received a pay rise**

**AI** a key driver of **salary increases**

## GOOD FOR THE WORLD?

**53%** have a **net-zero target** and expect to meet it

**62%** believe **tech will help** achieve **net zero**

**BUT**

**47%** believe **regulation** of big tech companies **not heading in the right direction**