

The Innovation Optimists

Business executives and citizens are optimistic about the digital transformation of the world, according to the latest GE Global Innovation Barometer. Both groups cite a positive anticipation of the 4th Industrial Revolution, though there is some anxiety over delivering on that promise.

Optimism about the 4th Industrial Revolution



Businesses are adapting with new investments and partnerships



Yet executives are mindful of the risk of failing to adapt to technological changes



Creativity & Problem-Solving Key for Future Workforce



Minds & Machines Working Together



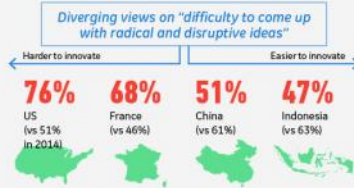
The ROI on Collaboration Is Increasing

Companies are increasingly recognizing the value of collaboration



Emerging Markets Fearlessly Embrace Innovation

Executives from emerging markets are feeling more optimistic, citing less difficulty finding disruptive ideas than their peers in developed economies.



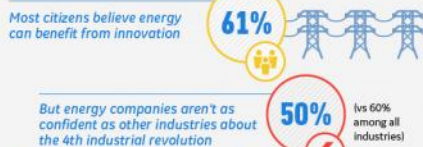
Call for Greater Government Support

There is a clear call among citizens for public authorities to play a stronger role in innovation



Energy Sector Ripe for Innovation

Most citizens believe energy can benefit from innovation



The GE Global Innovation Barometer interviewed 2,748 business executives in 23 markets across 10 sectors, as well as 1,346 members of the informed public in 13 countries, between Oct. 15 and Dec. 7, 2015.



<http://www.gereports.com/innovation-barometer>
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