

Areas for Optimism and Opportunity in 2023

To BCG's network around the world,

Most of what we're reading as we enter 2023 centers on alarming concerns: war, inflation, recession, energy and food challenges, inadequate responses to climate change, US-China tensions, and much more.

All of that is real, of course, and enough to raise the blood pressure of each of us. But I'd like to offer another side to the story. There's a strong case to be made for optimism in a number of areas, and the opportunities that lie ahead for business leaders are encouraging—and often underplayed among the daily headlines.

To dig into the details of this brighter angle, we asked ten of BCG's most forward-thinking colleagues to share what they're optimistic about for the coming year. I found their perspectives energizing and eye-opening as they examined the changes occurring across big stretches of our economy and the promising efforts underfoot to tackle major issues such as food, climate, AI, design, and purpose.

Here are links to each of them:

[Battery Manufacturing Advances Could Keep the EV Transition on Track](#)

[A Great Awakening Is Mobilizing Support for Sustainable Food Systems](#)

[Responsible AI Can Help Bridge the Trust Gap](#)

["Deep Design" Could Take on the World's Big Systemic Challenges](#)

[The Green Industrial Revolution Is Ready to Accelerate](#)

[Global Partnerships Are Coalescing to Fund the “Just Transition”](#)

[The Churn at Big Tech Could Be Your Chance to Find the Right Digital Talent](#)

[The Paper Straw Is Dead—a New Era of Sustainable Food Is Here](#)

[A Wave of Innovation Is Tackling Some of Agriculture’s Toughest Challenges](#)

[There’s Never Been a Better Time to Understand Your Stakeholders and Activate Your Purpose](#)

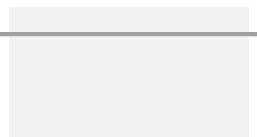
In addition, I’d like to add my own hopeful note. For the third year, I have [posted on LinkedIn](#) about the aftermath of the attack on the US Capitol on January 6, 2021. But unlike my prior two pieces, this new one expresses my increasing optimism about the fortitude of US democracy following a strong 2022 on many fronts. It feels so important to acknowledge the moments when things are improving, particularly when dark days (like yesterday’s riots in Brazil) are still among us. Please find that note below, along with the full collection of the pieces mentioned above and other recent BCG content.

We’re facing a lot of work in the year ahead, whether it’s tackling major global challenges, sustaining progress, or pursuing new opportunities. But on balance, I find myself more optimistic than the headlines. Now, it’s up to each of us to work together to make it happen, and Christoph and I look forward to engaging with you on this throughout the year.

All the best for a great 2023. Until next week,



Rich Lesser
Global Chair



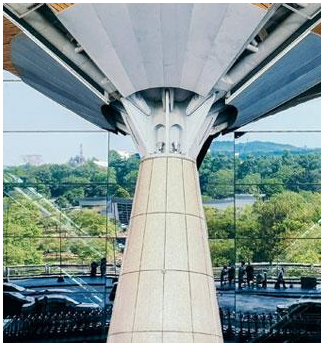
Further Reading



[LinkedIn: Rich Lesser on the Anniversary of January 6](#)

Progress over the past few months shows that we may have learned from the events of January 6 and emerge stronger.

[READ MORE →](#)



[Ten Reasons for Optimism in 2023](#)

After a year of seemingly unending crisis, 2023 could be a year of solutions. Here are the innovations, technological advances, trends, and policy developments that BCG experts are excited about in the year ahead.

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[The CEO's Dilemma: Business Resilience in a Time of Uncertainty](#)

Leaders face an uncertain landscape. The impact of each decision feels impossible to predict, which is why they need strategies that are proactive, resilient, and competitive.

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