

Sleep Well

The changing tide of Canadian business.

A national study of small business leaders, commissioned by Ipsos on behalf of Microsoft Canada, reveals the biggest changes to Canadian businesses over the past decade.

Dream Big



SMALL AND MEDIUM-SIZED BUSINESSES make up **98%** of the Canadian economy.

The rise of digital business.

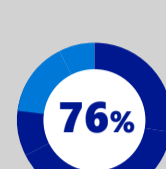
OVER THE PAST DECADE, **upgraded technology** to better meet the demands of business was the **single largest change** in Canadian workplaces.



OVER

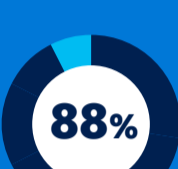


agree that technology **positively impacted** employee satisfaction and productivity.



believe that technology has **made it easier** for employees to get more work done.

What makes a successful workplace today?



believe empowering employees to collaborate with each other **regardless of their physical location**.



reported modernizing how employees work including **flexible hours and work arrangements**.

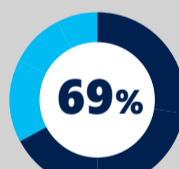
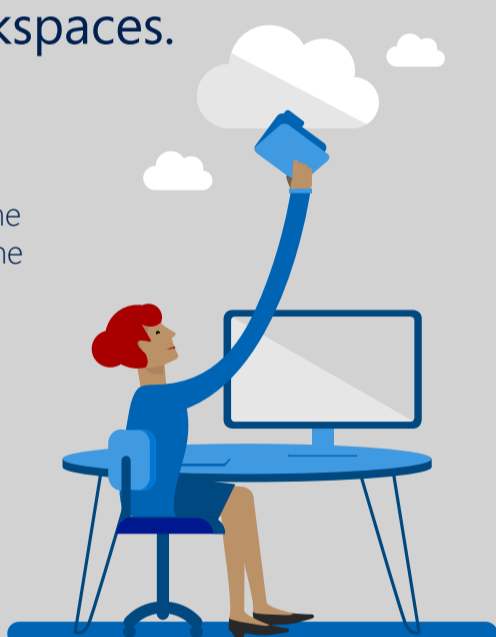
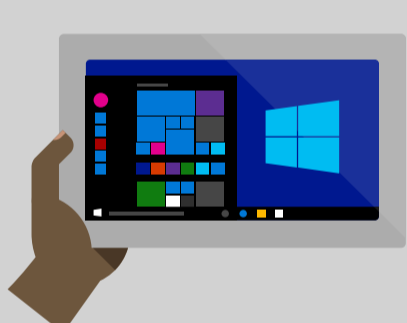


stated motivating and enabling employees to be their **most creative selves**.

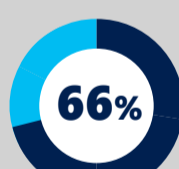


The shift from workplaces to workspaces.

MAJORITY OF RESPONDENTS believe that **improving virtual workspaces** has the same positive impact on employee engagement as improving the physical workplace.



of businesses have openly or very openly **embraced new technology** to improve workflow and boost productivity.



reported implementing a digital workspace to improve business processes was **the single largest priority** for their business.



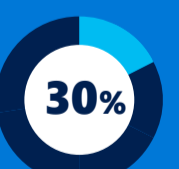
More data, more vulnerabilities.



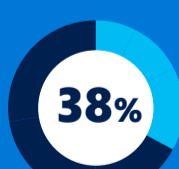
reported implementing security solutions to protect their business against data breaches was **a top priority**.



LESS THAN



feel confident that their organization is well protected against **data breaches of personal devices** that employees use at the office.



limit how much access employees have to company information outside of the office due to security concerns.

Surfing the tide.

Canadian businesses are evolving. Business leaders are embracing a new culture of work that empowers creativity, creates dynamic workspaces and protects company data.

Dive deeper into the changing world of business.

[VIEW THE STUDY >](#)

Discover how to evolve your business with the latest tools.

[LEARN MORE >](#)