

Private Company Services  
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# *Owning the today and tomorrow of your business*

## The Business Insights® Survey of Canadian Private Companies 2012

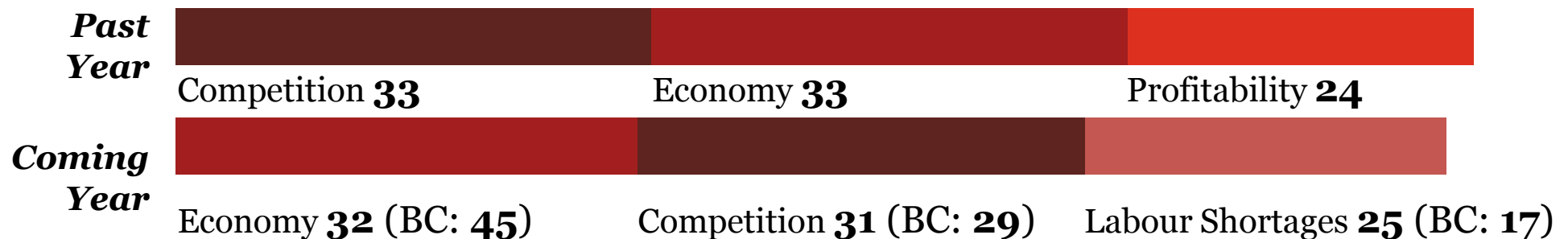
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## Key Trends

### Challenge of a flat economy

**Q. What are the top three issues that have influenced your company over the past year and will influence your company over the next year**

*Percentage of respondents*



**32%** of companies surveyed reported **the economy / lack of economic activity** as their number one concern for the next 12 months

## ***Growing with purpose***

Why Canadian private business leaders expect things to get better in the coming year



**66%**

Improved  
sales



**50%**

Gain market  
share



**49%**

Strong company  
forecasts



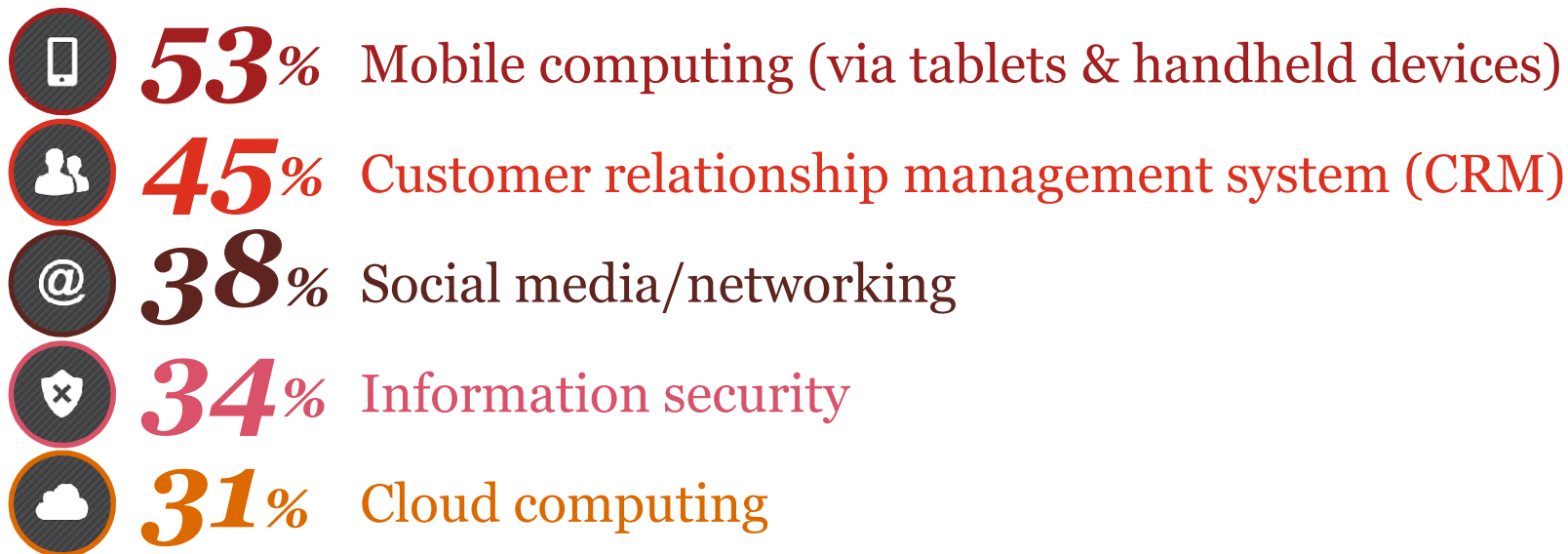
**26%**

'Gut  
feel'

## ***Insight 3: Using mobile, social and the cloud to innovate and grow***

**Q. Which of the following areas of technology development is your company likely to invest in during the next 1-3 years?**

*Percentage of respondents (top 5 responses)*



## *Insight 5: Leading change and innovation*

**Q. What are the three most important attributes a leader needs to possess to successfully lead an entrepreneurial and private business?**

*Percentage of respondents*

**56%**

Ability to **communicate**

**48%**

Building & empowering a management team that **complements** your strengths & challenges

**43%**

Ability to **inspire** people