

## Optimism, opportunity and a few wake up calls.



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This detailed report, the first from Deloitte Private, provides a unique window into the mindset of business leaders across Canada and around the world: where they're headed, what they prioritize, what keeps them up at night.

Here are just some of the big insights that stood out. These key indicators, and others, will help your organization generate an informed discussion about how to adjust strategies, spot new trends and stay ahead of the competition in the coming year.



### Confidence

Canadians see a brighter future.

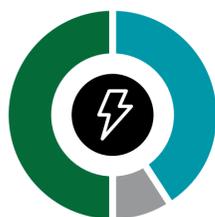
**53%**

of global companies are uncertain about what the future may hold.

**39%**

of Canadians are concerned about geopolitical uncertainty.

**Are you optimistic enough to think globally?**



### Disruption

Our skepticism may haunt us.

Almost **50%**

of global executives expect disruption to directly affect their business

versus **41%** of Canadians.

**Are you making disruption strategy a top priority?**



### Technology

It's time to be bold.

**45%**

of global executives plan to use emerging technologies to facilitate growth.

Only **26%**

of Canadians plan to.

**Are you in danger of being left behind?**



### Investment

Some catching up to do.

**33%**

of global private companies will invest in new products and services this year.

Just **25%**

of Canadian businesses plan to.

**Are you prioritizing R&D?**



### Data

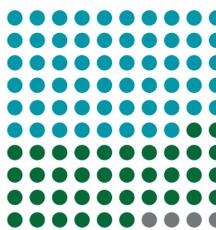
Strength in numbers.

**35%**

of Canadian businesses consider analytics to be the top tech trend.

Only **23%**

of our global counterparts do.



**58%**

of Canadian executives expect data analytics and business intelligence to have the most significant impact on their business in the coming year.

Only **38%**

of global executives feel the same way.

**Are your investments keeping you current?**



### Productivity

An imbalance in cash balance.

**57%**

of global executives expect capital investment to increase this year.

Only **51%**

of Canadian executives do.

**Will reduced productivity put you at a disadvantage?**



### Revenue

Understated expectations.

**14%**

of global executives expect significant revenue growth over the next 12 months.

Only **7%**

of Canadian executives expect the same.

**Do you have a growth strategy in place?**