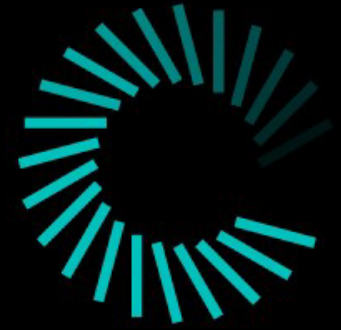


# Find your essential

## How to thrive in a post-pandemic reality

According to 71 Canadian CEOs



The newly released [2021 IBM Institute for Business Value \(IBV\) CEO Study](#) surveyed **3,000 CEOs** from around the world, including *71 Canadian CEOs*. The study provides insights into anticipated challenges over the next several years, stating that managing their organization's **technology infrastructure** and responding to new **regulation** will pose the greatest challenges. The study also revealed that CEOs of global outperforming organizations— those that reported revenue growth over the last three years and 2020 – are prioritizing their *employee's well-being, technology, and strong leadership* as the factors to position their companies for success in the post-pandemic reality.

When examining the results from 71 surveyed Canadian CEOs, the challenges and top priorities are:



COVID-19 has impacted priorities and forced organizations to reassess what is important. 65% of Canadian CEOs recognized **strong leadership** as the most important factor to driving business performance. Concurrently, 51% of Canadian CEOs identified **inclusive practices and behaviour** as central criteria for building strong leadership.



56% of CEOs in Canada identified **empowering a remote workforce** had become necessary in 2020. While continuing to focus on the well-being of their employees, 45% of Canadian CEOs identified **work-life balance and flexibility** as one of the most important organizational attributes to engage employees.



In Canada, over the next two to three years, 51% of CEOs expect **technology infrastructure, regulation** (49%), and **cyber risk** (46%) to create the greatest challenges to their organizations. Cyber risk concerns were selected at a greater rate than all global Outperformers (44%).



To meet expectations and to build customer experience and trust, the preponderance of Canadian CEOs (58%) identified strengthening **data security and privacy** as a priority over the next two to three years, continuing to reinforce that with technological advancement, strong cybersecurity is key to business success.



80% of Canadian CEOs identified **Cloud computing** as the technology that will best help deliver results over the next 2-3 years followed by **Internet of Things (IoT)** and **Artificial Intelligence**.



In response to COVID-19 and identifying future priorities, 56% of Canadian CEOs emphasized **innovation** as important to drive business performance.

