



Time for action

C-suite barometer 2021

Canada insights

Canadian C-suites are highly confident and optimistic about overcoming crises.

- Eight in ten (81%) Canadian businesses expect to see revenue growth this year, slightly lower than the global average (86%).
- Canadian businesses are also confident in their crisis resilience: 89% say they're very capable of overcoming a crisis, similar to the global average (88%).

Businesses in Canada demonstrate confidence in their level of data protection.

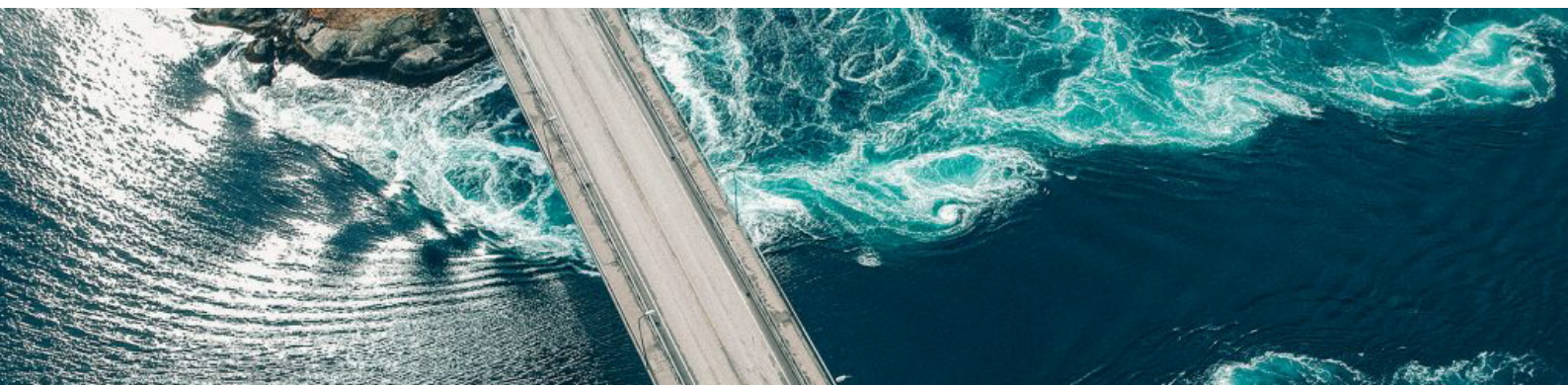
- Seven in ten (70%) feel that their data maturity is higher than their competitors'.
- 74% say their business' data is fully protected, 6% higher than the global average.
- Six in ten (60%) believe that cyber security risks have increased over the past year. This is slightly higher than the global average (55%).

Businesses in Canada are set to go through transformations in technology and ESG.

- Six in ten (64%) executives in Canada say their business will go through a technology transformation, slightly lower than the global average (68%).
- Three in five (60%) Canadian companies expect an ESG transformation, similar to 62% globally.
- Just 43% of Canadian executives expect a transformation in performance improvement, 18 points lower than the global average.

The move to remote working is seen as the biggest change to businesses in Canada since COVID-19.

- Six in ten (60%) Canadian companies say remote working will remain long-term, 10% higher than the global average.





Companies in Canada are focused on ESG, with a strong commitment to diversity and employee wellbeing.

- Six in ten (62%) leaders in Canada say their focus on ESG has increased as a result of COVID-19.
- Three quarters (75%) of Canadian companies have made a public commitment to diversity, much higher than 56% globally.
- Investment in responses to ESG issues are seen as critical to operations (38%) and brand/reputation (58%). Brand/reputation is also the most important driver of ESG investment globally (45%).
- Canadian companies are focusing most on health & safety (58% vs. 63% globally) and tax behaviour (58% vs. 57% globally).

C-suites in Canada view strategic vision and strong ethics as core leadership skills.

- Just over half (53%) of Canadian companies say that COVID-19 has changed leadership styles. Companies in Canada say strong ethics (42%) and strategic vision and planning (36%) are top leadership skills. Globally, strategic vision is also seen as the top skill (39%), but strong ethics are chosen by only 28% of global executives.

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