

# **MID-SIZED CANADIAN BUSINESS EXECUTIVES SAY TEAMWORK IS CRITICAL TO OVERALL SUCCESS OF THEIR ORGANIZATION**

***Most Canadian Businesses Are Not Meeting The Information  
Sharing Needs Of Employees***



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# **MID-SIZED CANADIAN BUSINESS EXECUTIVES SAY TEAMWORK IS CRITICAL TO OVERALL SUCCESS OF THEIR ORGANIZATION**

## ***Most Canadian Businesses Are Not Meeting The Information Sharing Needs Of Employees***

**Toronto, ONTARIO** – According to a new study conducted by Ipsos-Reid on behalf of Microsoft, of business decision makers of mid-sized Canadian firms (100 to 500 employees), while 86% of those business executives think teamwork is “very critical” to the overall success of their organization (and the remaining 14% say it is “somewhat critical”), only 31% consider the teamwork within their organization “very efficient.”

Further, only one-third (34%) “strongly agree” that their “organization has the tools, software and/or technology in place to make teamwork as efficient as possible,” and a similar proportion (32%) “strongly agree” that they “need tools that will help turn groups of people into more effective teams.”

Seven in ten (69%) business executives feel their “organization has the tools and resources in place for their employees to properly analyze and prioritize all of the information that they receive,” yet one in three (34%) agree that “too many employees in their organization don’t have access to internal information that they need to help them make good, timely business decisions.” Moreover, three in four (74%) business executives agree that they “need tools that will allow them to securely share information with employees, customers, and partners to achieve greater efficiency,” and two in three (65%) “wish collaborating on documents was easier.”

Seven in ten (70%) business executives agree that “software that standardizes workflow and business processes throughout their organization would make them more competitive.”

Three in four (75%) business executives estimate that some of the information in their organizations’ customer databases is out of date and of those, three in ten (31%) say “this out of date information cost their organization lost sales or revenue.”

*These are the findings of an Ipsos-Reid poll conducted on behalf of Microsoft between September 8<sup>th</sup> and September 19<sup>th</sup>, 2003. The telephone survey is based on a randomly selected sample of 500 business decision makers of mid-sized Canadian firms (100 to 500 employees). With a sample of this size, the results are considered accurate to within  $\pm 4.4$  percentage points, 19 times out of 20, of what they would have been had the entire population of business decision makers of mid-sized Canadian firms been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population.*

Of business decision makers of mid-sized Canadian firms (100 to 500 employees), while 86% of those business executives of think teamwork is “very critical” to the overall success of their organization (and the remaining 14% say it is “somewhat critical”), only 31% consider the teamwork within their organization “very efficient”—with the remaining feeling it’s “somewhat efficient” (61%) or inefficient (7% “somewhat inefficient,” 1% “very inefficient”).

Further, three-quarters (77%) of these business executives agree (34% “strongly agree,” 43% “somewhat agree”) that their “organization has the tools, software and/or technology in place to make teamwork as efficient as possible,” but one in four (23%) disagree (19% “somewhat disagree,” 4% “strongly disagree”). Having said that, seven in ten (72%) agree



(32% “strongly agree,” 40% “somewhat agree”) that they “need tools that will help turn groups of people into more effective teams,” three in ten (28%) disagree (22% “somewhat disagree,” 6% “strongly disagree”).

Seven in ten (69%) business executives feel their “organization has the tools and resources in place for their employees to properly analyze and prioritize all of the information that they receive,” three in ten (30%) do not. On the other hand, one in three (34%) agree (9% “strongly agree,” 25% “somewhat agree”) that “too many employees in their organization don’t have access to internal information that they need to help them make good, timely business decisions,” two in three disagree (30% “somewhat disagree,” 36% “strongly disagree”). Having said that, three in four (74%) business executives agree (40% “strongly agree,” 34% “somewhat agree”) that they “need tools that will allow them to securely share information with employees, customers, and partners to achieve greater efficiency,” one in four (24%) disagree (18% “somewhat disagree,” 6% “strongly disagree”). Moreover, two in three (65%) “wish collaborating on documents was easier” (25% “strongly agree,” 40% “somewhat agree”), one in three do not (26% “somewhat disagree,” 8% “strongly disagree”).

Seven in ten (70%) business executives agree (28% “strongly agree,” 41% “somewhat agree”) that “software that standardizes workflow and business processes throughout their organization would make them more competitive.” Three in ten (29%) disagree (19% “somewhat disagree,” 9% “strongly disagree”) and 2% say they “don’t know.”

Three in four (75%) business executives estimate that some of the information in their organizations’ customer databases is out of date, and of those three in ten (31%) say “this out of date information cost their organization lost sales or revenue” (68% say it has not).



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