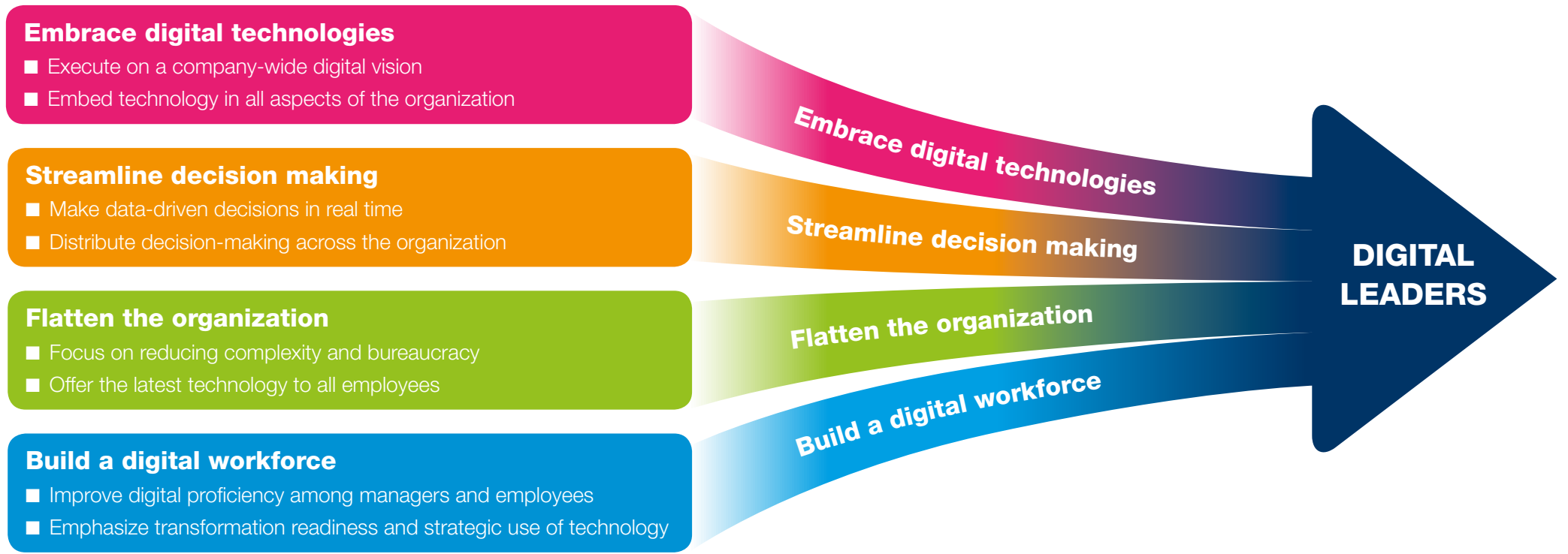


# SMB leaders must take decisive action to meet digital demands

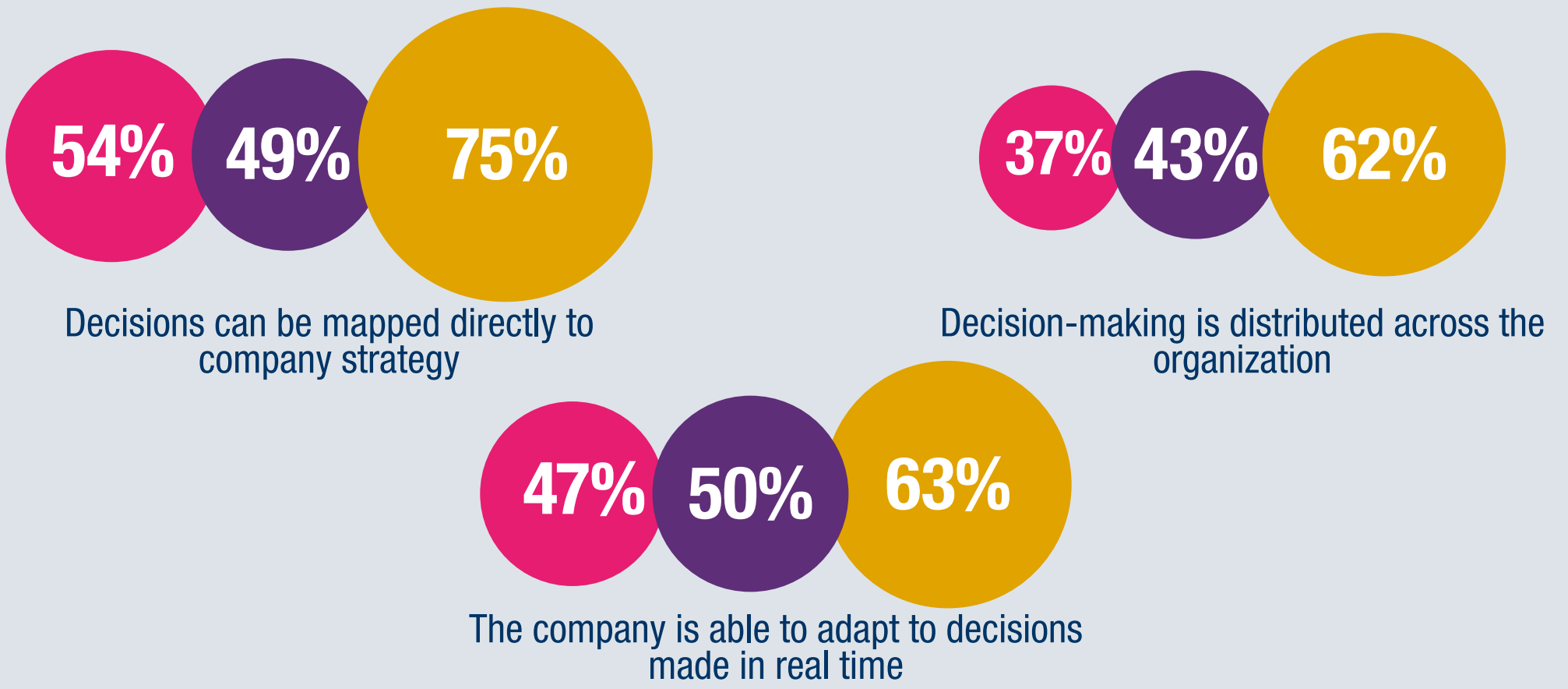
Companies of all sizes, including small and midsize businesses (SMBs), are struggling to update leadership for the digital economy. But one group of companies—we call them Digital Leaders—have more advanced leadership strategies and are seeing big payoffs as a result.



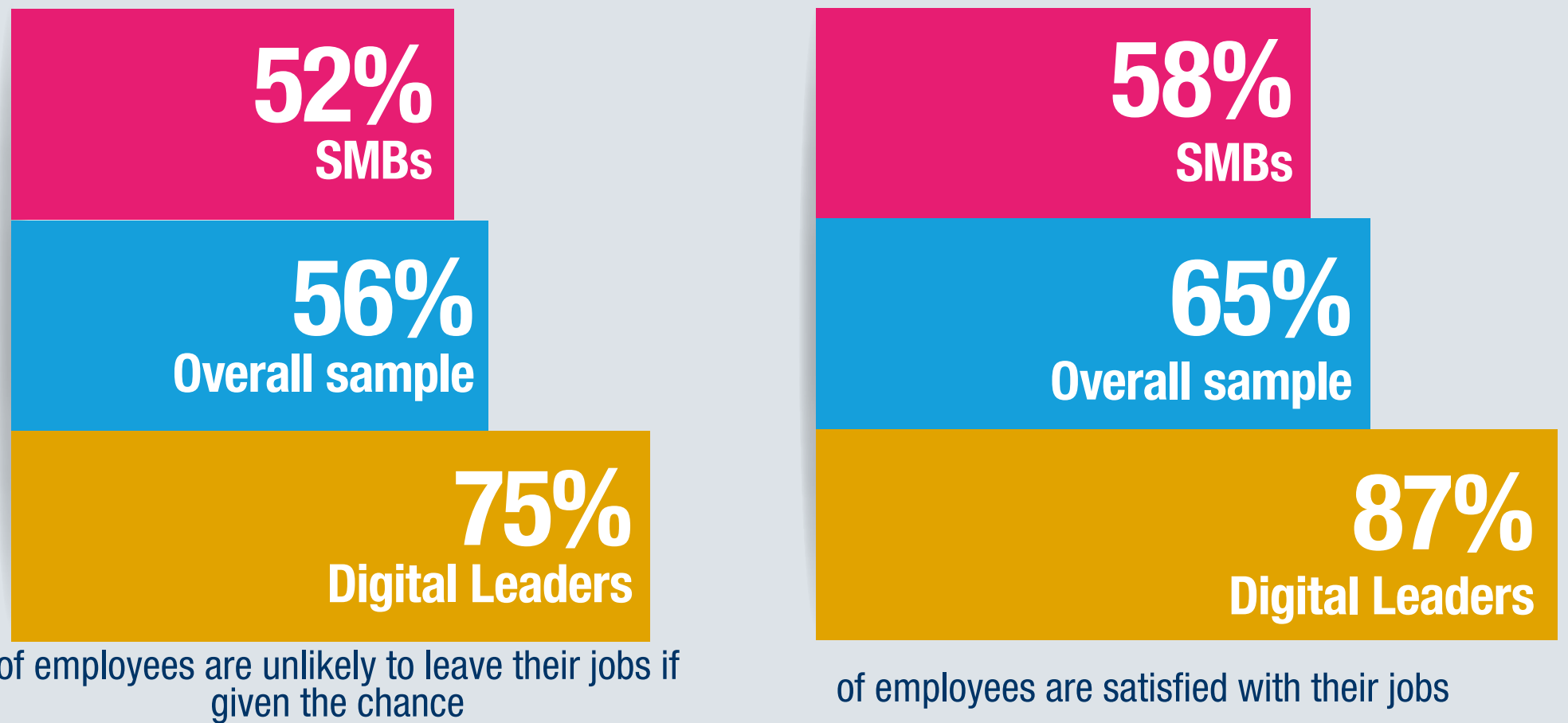
Oxford Economics and SAP recently surveyed more than 4,100 employees and senior executives from a range of industries around the world, including more than 1,000 from SMBs with between \$250 m and \$500 m in revenue. Here are some highlights from our analysis:

## DIGITAL LEADERS HAVE STREAMLINED DECISION-MAKING

● SMB employees ● SMB executives ● Digital Leaders



## EMPLOYEE ENGAGEMENT IS LOWER AT SMBS



## DIVERSITY IS A WORK IN PROGRESS

■ SMB executives ■ All executives



Digital Leaders are more likely to have established effective diversity programs, and to have seen a positive impact on culture and financial performance as a result.

## LEARN MORE

For more information about the results of the study, read our paper, "[The next-generation executive: Leadership matters for SMBs.](#)"

To learn more, visit: [www.sap.com/smb](http://www.sap.com/smb)