

20th Annual Manitoba Business Leaders Index

Manitoba Businesses are Yours for the Asking

PROBE
RESEARCH INC.

From Pandemic to Endemic: Manitoba CEOs Assess the Past and Envisage a Post-Pandemic Future

The COVID-19 global pandemic shook economies around the globe, leaving no sector untouched. Indeed, surviving private sector businesses everywhere, including those right here in Manitoba, were compelled to focus on critical, often existential concerns and to re-imagine their commercial missions in a post-pandemic world.

In this unparalleled environment, Manitoba CEOs, presidents and business owners will reveal their ongoing challenges and share intimate glimpses into their near-term outlook and ambitions.

The Probe Research *Manitoba Business Leaders Index* omnibus survey provides a deeper dive into Manitoba's private sector business operations and offers a limited number of interested parties the direct opportunity to connect with these active and hard-to-reach corporate voices.

What is the financial status of Manitoba's small, mid-sized and large companies? What do businesses need to rebuild? To what extent are these enterprises irrevocably altered and is a return to "normal" anticipated – or even desired? What impact has global supply-chain disruption had on local businesses? As major employers and participants in the B2B economy, has the traditional bricks and mortar office been permanently appropriated by Zoom and other virtual workplaces?

These and many other questions are yours for the asking.

For more information on how to book a seat on the *Manitoba Business Leaders Index* omnibus, call Scott MacKay at: (204) 926-6565 or (877) 538-5545 toll-free, or e-mail scott@probe-research.com.



What? Probe's *Manitoba Business Leaders Index* is based on online and telephone interviews with the owners and senior managers of Manitoba businesses. Clients will receive a report prepared by one of Probe's market research specialists, but also in-depth data analysis and support from start to finish.



When? The next *Manitoba Business Leaders Index* goes into field **February 1**, with reports and data tables ready within 31 days of entering field.



Where? Our 200 interviews cover the entire province, including 120 business owners and managers in Winnipeg and 80 in the rest of Manitoba. This includes an equal sampling of small enterprises with fewer than 10 employees, medium-sized businesses of 10-49 employees and large businesses with 50+ staff.



Why? A decade and a half ago, Probe Research realized that there was a need in the Manitoba marketplace for an alternative to the conventional single-client custom telephone survey. That's why we developed the *Manitoba Business Leaders Index* as a shared-cost research vehicle that allows businesses of all sizes to enjoy access to the provincial business community without breaking their budgets.

Project Milestone	Date
Cut-off date	January 26
Data collection period	February 1 - 12
Final deliverables to client (week of)	February 20

Question Type	Cost
Single closed end	\$1,150
Single open end	\$1,500