

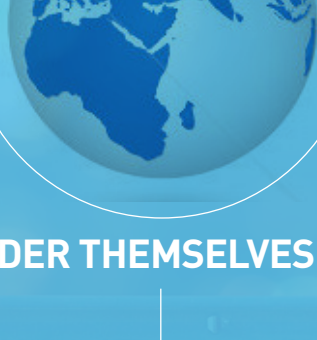
# WHY DOES *Being Ambitious* MATTER?

## BUSINESS IS POWERED BY AMBITION.

WHETHER IT'S THE DESIRE TO MAKE MONEY, IMPROVE THE LIVES OF WORKERS, OR MAKE A MARK ON SOCIETY, IT'S THESE AMBITIONS THAT DRIVE BUSINESSES FORWARD.

A SURVEY FROM CIRCLE RESEARCH OF...

**692** COMPANIES EMPLOYING...



**1000** PERSONNEL OR LESS...

THAT CONSIDER THEMSELVES AMBITIOUS.

## SO, WHAT ARE THEIR AMBITIONS?

And, more importantly, how can focusing on those ambitions lead to better performance?

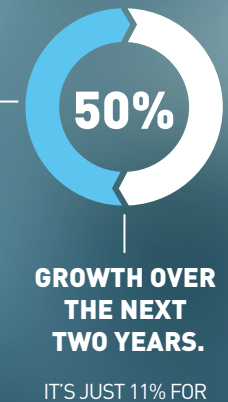
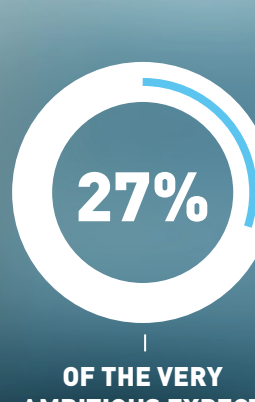
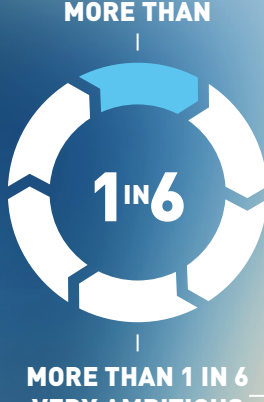
## WHO'S AMBITIOUS?

**89%** OF COMPANIES SURVEYED... SAID THEY WERE **AMBITIOUS**



**45%** OF THESE CONSIDER THEMSELVES **VERY AMBITIOUS**

## MORE AMBITION = MORE ACHIEVEMENT



## SO, WHAT ABOUT SMB OWNERS?

THE KEY AREAS OF AMBITION FOR SMB OWNERS

AMBITIOUS BUSINESSES FOCUS ON THREE DISTINCT AREAS:



ACHIEVING GROWTH



CUSTOMER SUCCESS



BUSINESS IMPROVEMENT

## AMBITIONS FOR GROWTH

WHERE DO BUSINESSES THAT AIM TO GROW SEE THEIR PRIORITIES?



WANT TO GROW THEIR REVENUE



WANT TO INTRODUCE NEW PRODUCTS AND SERVICES



WANT TO INTRODUCE NEW PRODUCTS AND SERVICES

## HOW DO AMBITIOUS COMPANIES WANT TO IMPROVE THEIR BUSINESS?



OF BUSINESSES

WANT THEIR EMPLOYEES TO BE MORE EFFICIENT



OF AMBITIOUS SMES

KNOW THEY NEED TO RESPOND BETTER TO CHANGING MARKET CONDITIONS

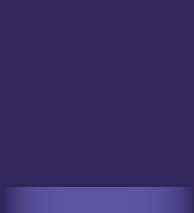
## HOW DO THEY FOCUS ON CUSTOMER SUCCESS?



KNOW THEY NEED TO DELIVER PRODUCTS ON TIME, AND TO STANDARD



WANT TO UNDERSTAND THEIR CUSTOMERS BETTER,



WANT TO IMPROVE THEIR CUSTOMERS' LIVES.

## WHAT ELSE DO THEY WANT TO DO?

AS WELL AS AMBITIONS FOR GROWTH AND IMPROVEMENT, **4% OF AMBITIOUS COMPANIES WANT TO IMPROVE SOCIETY.**

TO DO THIS:



WANT TO IMPROVE THEIR EMPLOYEES' LIVES



AIM TO MAKE A POSITIVE IMPACT ON THE LOCAL COMMUNITY

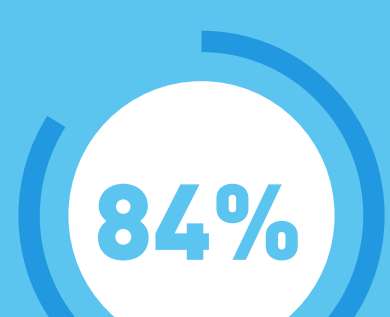


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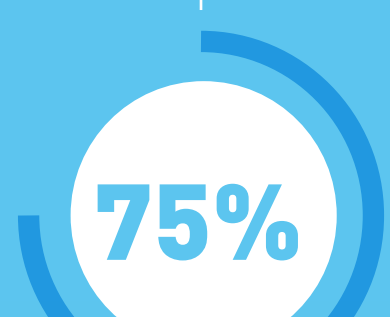
## TECHNOLOGY IS ESSENTIAL

**87% OF BUSINESSES SURVEYED AGREE THAT EXCELLENT TECHNOLOGY AND COMMUNICATIONS SYSTEMS ARE CRITICAL TO ACHIEVING THESE AMBITIONS.**

IN FACT:



SAY THAT INVESTMENT IN TECHNOLOGY HAS RESULTED IN REAL BUSINESS BENEFITS



USE TECHNOLOGY TO DIFFERENTIATE THEMSELVES FROM COMPETITORS



AIM TO BE THE FIRST BUSINESS TO ADOPT NEW TECHNOLOGIES

SEE HOW YOU COULD BUILD ON

*your ambitions*

READ THE FULL REPORT

Source: "Ambition: Why being ambitious matters and how SMEs are achieving their goals" A Circle Research Study, sponsored by SAP