

Dear Esteemed Readers,

We are delighted to present the exceptional June edition of the CanadianSME Small Business Magazine, honouring both Pride Month and National Indigenous History Month. This comprehensive issue offers an array of knowledge and counsel designed to cater to our multifaceted entrepreneurial audience.

We continue to celebrate the successes of the past month when we hosted the CanadianSME Small Business Awards 2022 in association with Google Canada. It was an honour to recognize and award winners from all across the nation, acknowledging their unique contributions and inspiring achievements.

Our issue begins with a crucial guide for small business proprietors wishing to expedite payment procedures, authored by Diane Amato. Nick Georgijev, the Director of Amazon Business in Canada, contributes invaluable advice on cash flow management during economic downturns through efficient procurement systems. We also explore the dynamic environment of small business financing in Canada, an insightful article written by Taylor Matchett, a distinguished research analyst at the Canadian Federation of Independent Business (CFIB).

Consistent with our mission, we endeavour to highlight the critical role of women in business. This month, we feature a thought-provoking piece from the SME Institute by the Canadian Chamber of Commerce that offers strategic methods to elevate women's leadership within organizations. Our spotlight on Melissa Carrington's fervent journey in real estate and a tribute to our Business Woman of the Month, Jennifer Ménard-Shand, Founder & CEO of Staff Shop Inc., emphasize the remarkable achievements of women in our business community.

We also present an energizing article by Marly Broudie of SocialEyes Communications aimed at empowering and motivating small to medium-sized business owners. Moreover, an insightful commentary by Louise Southall, an Economist at Xero, offers strategies to maintain customer satisfaction during challenging periods.

In this issue, our commitment to inclusivity is further emphasized as we present resources that support LGBTQ+ Businesses in Canada, showcasing our pledge to a holistic entrepreneurial environment.

Additional depth to this issue is provided through insightful interviews on the topic of cybersecurity in hybrid work by Jason Maynard of Cisco, mental health perspectives from Dr. Matthew Chow of TELUS Health, and a peek into the Wholly Veggie Revolution with founders David Gaucher and Johnathan Bonnell.

As we anticipate the upcoming CanadianSME Small Business Expo on June 16th, we look forward to further celebrating the dynamic entrepreneurial spirit that characterizes our nation. This year's theme, "Leveraging Technology for SMB Growth," underscores the critical role of technology in fostering business success. We cordially invite you to present your brand, exchange innovative ideas, and network with fellow entrepreneurs.

As is customary, we encourage you to subscribe to our magazine to remain abreast of the latest trends, events, and pioneering insights from industry leaders. We remain committed to providing you, our valued readers, with the necessary tools, knowledge, and connections that nurture success and growth.

We are grateful for your company on this journey. Until the next issue, we wish you an enriching reading experience!



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Unleashing the Entrepreneurial Spirit:

Empowering and Motivating Small to Medium-Sized Business Owners

By Marly Broudie

Founder and President, SocialEyes Communications

Small to medium-sized business owners play a vital role in driving economic growth and innovation. However, running a business can be an arduous journey filled with challenges and uncertainties. To thrive in today's competitive landscape, entrepreneurs need not only business acumen but also an unwavering determination and motivation to succeed. In this article, we will explore strategies and insights to empower and motivate small to medium-sized business owners, helping them unleash their entrepreneurial spirit and achieve their goals.



1 Embrace a Growth Mindset:

One of the fundamental aspects of empowering and motivating small to medium-sized business owners is cultivating a growth mindset. Embracing the belief that abilities and intelligence can be developed through dedication and hard work is essential for success. Rather than fearing failure, entrepreneurs should view it as an opportunity for learning and growth. Encourage continuous learning, be open to new ideas, and seek feedback from mentors or industry experts. By adopting a growth mindset, business owners can overcome obstacles, adapt to changing market dynamics, and foster a culture of innovation within their organizations.

2 Set Clear Goals and Establish a Vision:

Goal-setting is a powerful tool for empowering and motivating business owners. Clearly defining short-term and long-term objectives provides a sense of direction and purpose. Additionally, developing a compelling vision for the business helps align employees and stakeholders with a shared mission. Encourage business owners to create SMART goals—Specific, Measurable, Achievable, Relevant, and Time-bound—and break them down into smaller milestones. This approach allows for better progress tracking and boosts motivation as achievements are recognized along the way.

3 Foster a Supportive Network:

Building a supportive network is crucial for small to medium-sized business owners, as it provides a platform for sharing experiences, knowledge, and resources. Encourage entrepreneurs to join industry associations, attend networking events, or participate in online communities to connect with like-minded individuals. Such networks provide opportunities for collaboration, partnerships, and mentorship. Surrounding oneself with positive and supportive individuals who understand the challenges of running a business can help alleviate stress, provide fresh perspectives, and inspire motivation.

4 Prioritize Self-Care and Work-Life Balance:

Entrepreneurs often find themselves consumed by the demands of their businesses, neglecting their personal well-being. However, maintaining good physical and mental health is crucial for long-term success. Encourage business owners to prioritize self-care by adopting healthy habits such as regular exercise, sufficient sleep, and balanced nutrition. Furthermore, emphasize the importance of work-life balance to prevent

burnout and maintain motivation. Encourage entrepreneurs to set boundaries, delegate tasks, and schedule time for relaxation and rejuvenation. By taking care of themselves, business owners can lead with clarity, resilience, and renewed enthusiasm.

5 Celebrate Success and Learn from Failures:

Acknowledging achievements and celebrating successes, no matter how small, is essential for motivating business owners. Recognize and reward accomplishments within the organization, fostering a positive work environment. Additionally, it is crucial to view failures as stepping stones to success. Encourage entrepreneurs to analyze failures, identify lessons learned, and adjust strategies accordingly. Emphasize the importance of resilience and perseverance, as setbacks are an inherent part of the entrepreneurial journey. By maintaining a positive mindset and learning from failures, business owners can cultivate an environment of continuous improvement and innovation.



Running a small to medium-sized business is no easy feat, but with the right mindset, strategies, and support, entrepreneurs can thrive and achieve their goals. By embracing a growth mindset, setting clear goals, building a supportive network, prioritizing self-care, and learning from failures, business owners can empower themselves and unlock their full potential. Let us celebrate the entrepreneurial spirit and inspire small

