# UK Business Leaders Facing 'Tech Paralysis' and 'Bytemares' Due to Technological Changes, Study Finds



A recent study commissioned by BT and conducted by Censuswide reveals that 86% of UK business leaders are experiencing stress due to rapid technological changes, particularly related to AI and cybersecurity. This stress, impacting their sleep with worries dubbed 'bytemares,' is causing a phenomenon referred to as "tech paralysis." The study, which included responses from 2,000 business decision-makers from 26 March to 5 April, projects that tech paralysis could lead to an economic loss of approximately £11.79 billion by 2030. This is mainly because about 104,000 British businesses may defer investing in technology this year due to the stress associated with implementing and updating their systems.

In response to these findings, BT has initiated a campaign in cooperation with former Dragon’s Den investor Sarah Willingham and meditation expert Izzy Judd. The campaign, which kicks off during Mental Health Awareness Week, includes a guided meditation series aimed at helping businesses tackle technological transformations more confidently. Bas Burger, CEO of BT Business, emphasized the critical nature of digital transformation and BT’s commitment to supporting businesses in this journey. The initiative also highlights that 57% of business leaders already engage in meditation weekly, with 11% practicing daily, to manage stress.