

# C12 NORTH TEXAS

## FLASH 5 SURVEY

### Taking the Pulse of Business Owners and CEOs

#### CEO Getting Training Responses – October 2020

This survey covered the acts of giving and getting help for company leaders in North Texas. We received nineteen responses to the following five questions.

1. *What is your role in the business?*
2. *What problems (if any) have you experienced getting appropriate training for your position?*
3. *What executive training format is most useful to you?*
4. *What are the highest priority training needs that you have today?*
5. *What are your best sources to learn about effective executive training that would help you?*

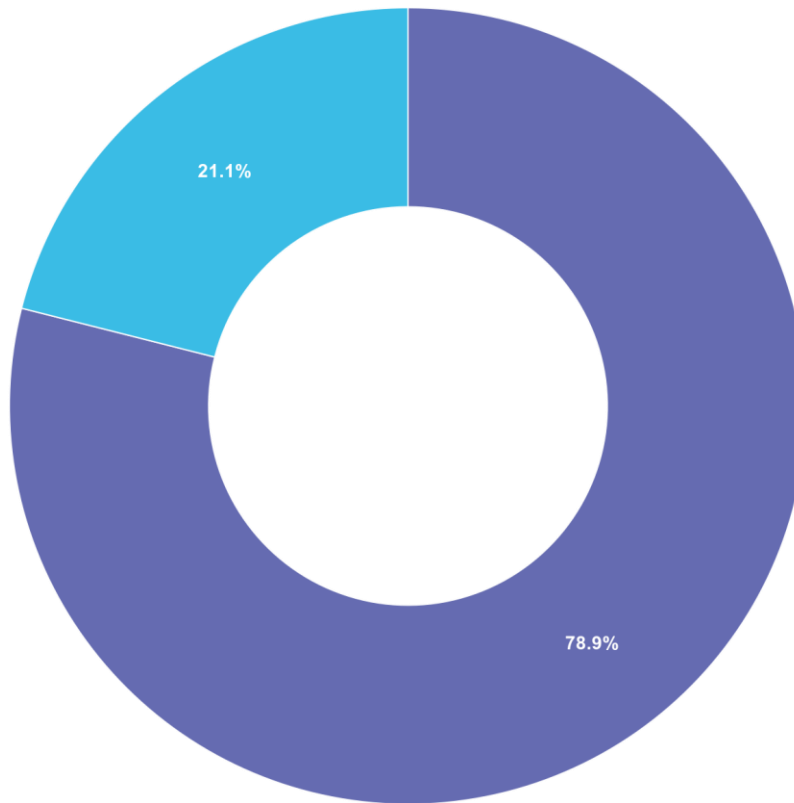
#### **Overall observations.**

- Almost every respondent says that finding good training is difficult.
- The preferred training mode is experiential (i.e., case studies, interactive workshops).
- Training for strategic planning and people management are most needed.
- Books and peers are the most common sources of training help.

C12 is designed for Christian CEOs to get and give training help.

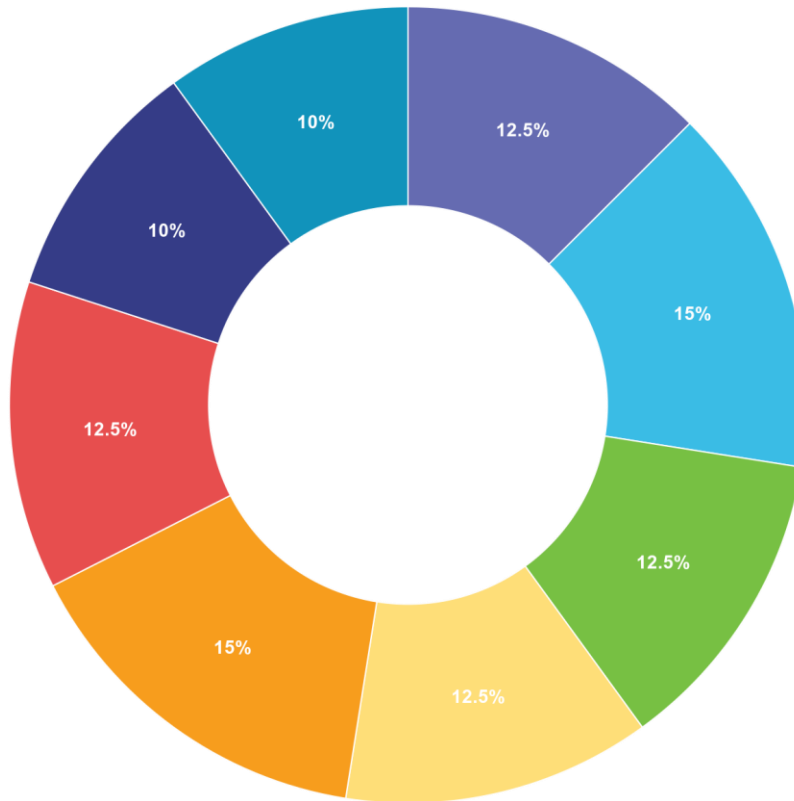
*Note: C12 North Texas is dedicated to serving Christian CEOs and Business Owners to help them create great businesses for a greater purpose.*

Q1 What is your role in the business?



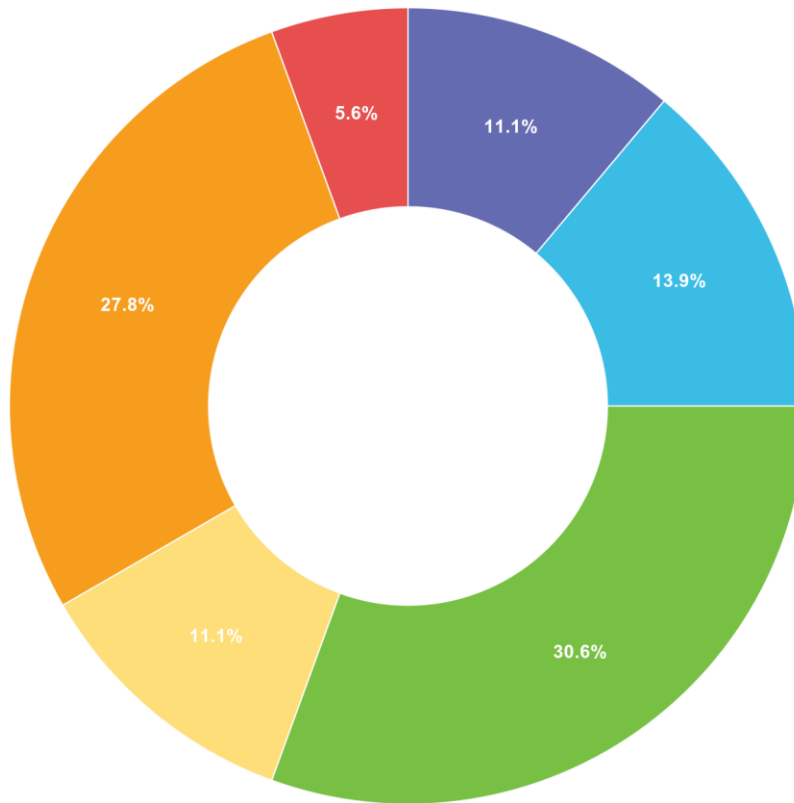
Choice	Totals
● CEO/Owner/Managing Partner	15
● Senior Management	4
● Supervisor	0
● Other	0

Q2 What problems (if any) have you experienced getting appropriate training for your position?



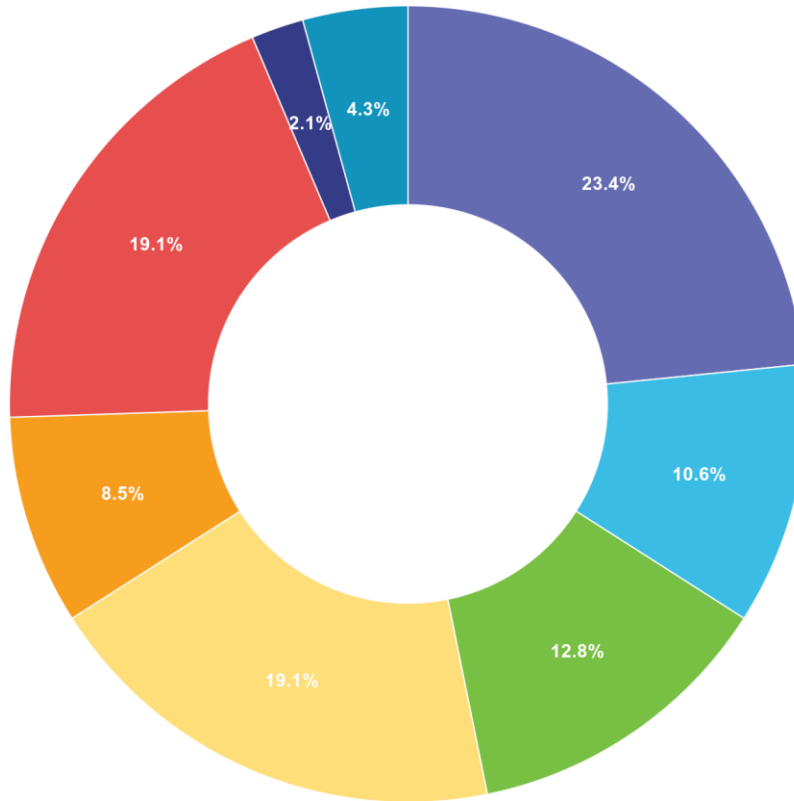
Choice	Totals
● It is not easy to find good executive training.	5
● It is difficult to get timely training when I need it most.	6
● The training is often too theoretical or academic (versus practical).	5
● The training is not application oriented.	5
● The cost of the training is too great.	6
● The time required for training is too much.	5
● I have not had any of these problems.	4
● Other	4

Q3 What executive training format is most useful to you?



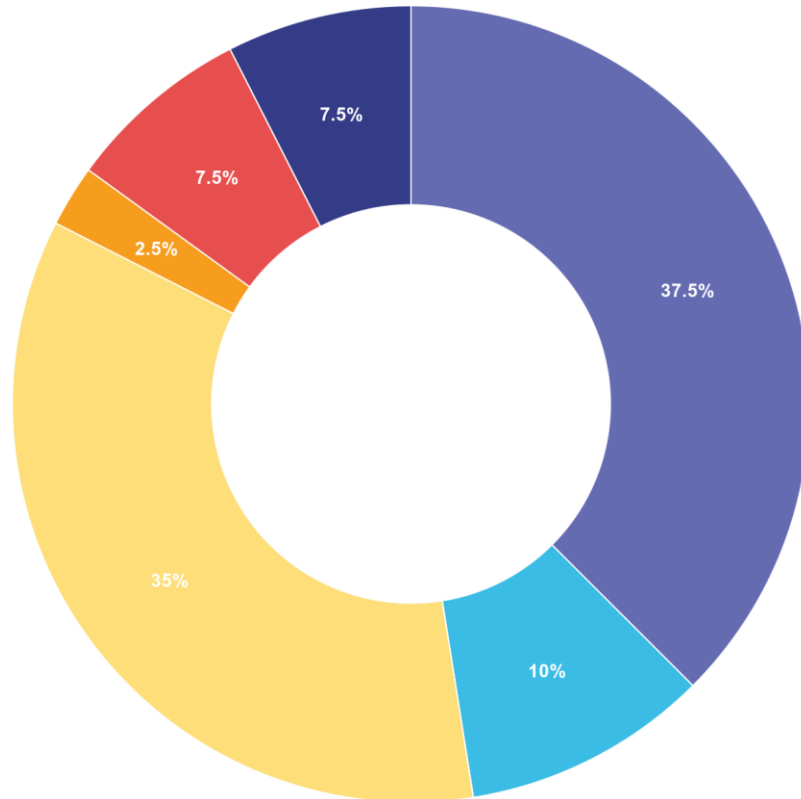
Choice	Totals
● Online Webinars	4
● Expert Lectures	5
● Interactive Workshops	11
● TED Talks	4
● Case Study Discussions	10
● Other	2

Q4 What are the highest priority training needs that you have today?



Choice	Totals
● Strategic Planning	11
● Sales/Marketing	5
● Financial Management	6
● People Management	9
● Operations Management	4
● Organizational Development	9
● I have no training needs.	1
● Other	2

**Q5** What are your best sources to learn about effective executive training that would help you?



Choice	Totals
● Peers	15
● Trade journals	4
● Online advertisements	0
● Business books	14
● Trade shows	1
● I don't have good sources.	3
● Other	3

