

C12 NORTH TEXAS FLASH 5 SURVEY

Taking the Pulse of Business Owners and CEOs

CEO Knowledge Gaps Responses – August 2020

This survey covered the reactions to knowledge gaps issues for company leaders in North Texas. Forty-seven responses were received for the following five questions.

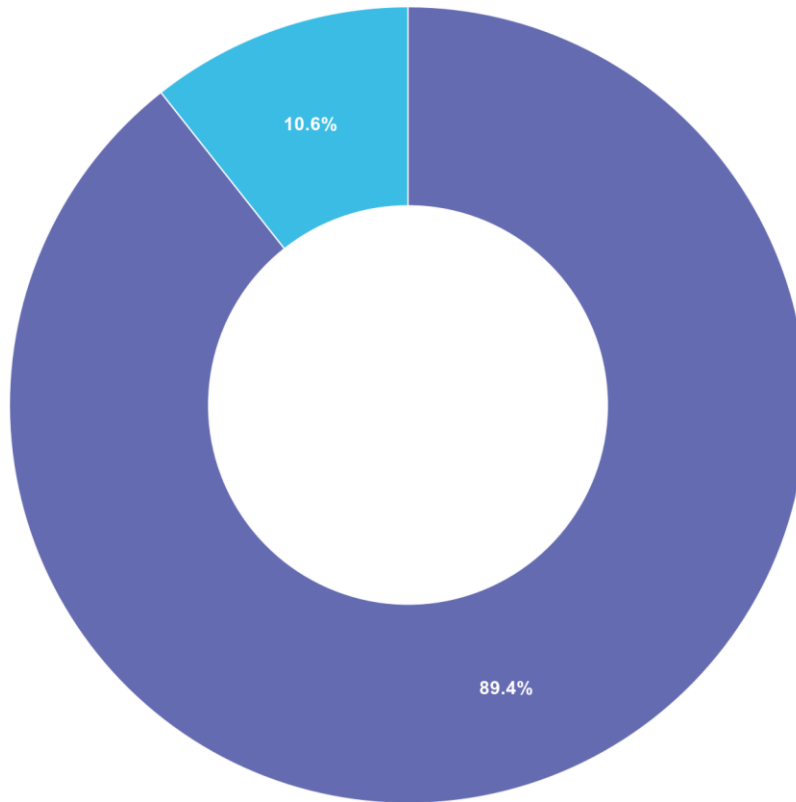
1. What is your role in the business?
2. What expertise did you bring into your current leadership role?
3. How valuable would greater knowledge or expertise be to you in the following areas?
4. Where do you regularly go to learn more about being excellent in your role?
5. What statement(s) best describe the learning attitudes in your business?

Overall observations.

- There were 42 responses are from CEOs or owners.
- The skills most often brought into a leadership role are operational and people management. Business as ministry is the least common.
- The knowledge gaps are in business as ministry, strategic planning, operations and people management.
- Books, peers and workshops help plug gaps the most.
- The respondents generally understood that the leadership example, ongoing investment and high expectations in learning are important.

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

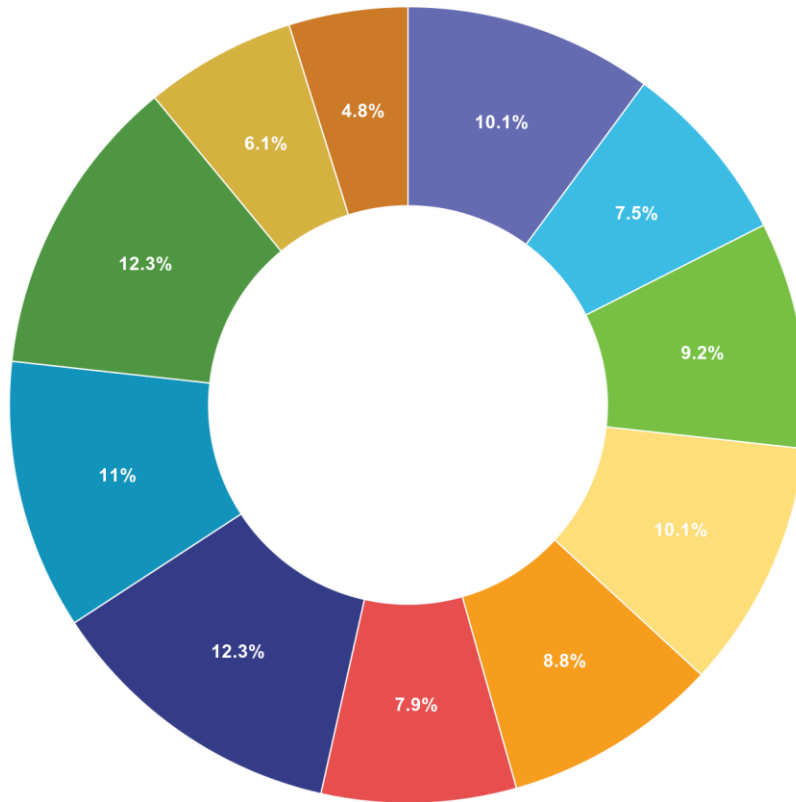
Q1 What is your role in the business?



Responses 47 Answered 47 Unanswered 0

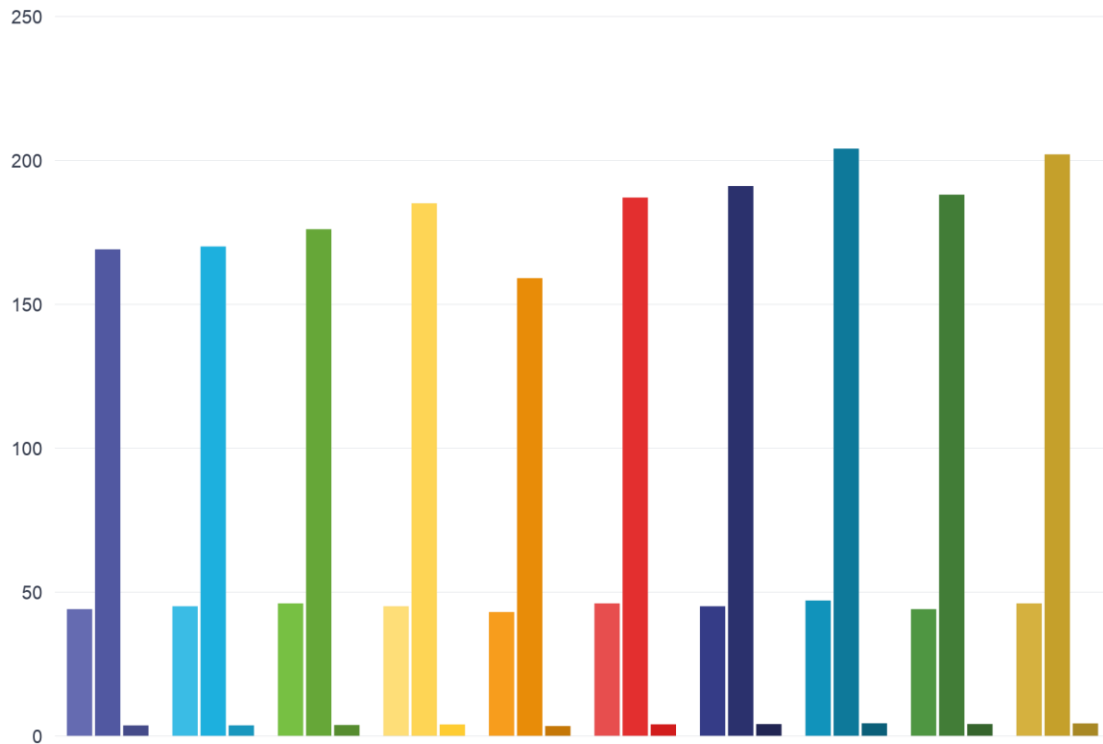
Choice	Totals
● Owner/CEO/Partner	42
● Senior Management	5
● Supervisor	0
● Other	0

Q2 What expertise did you bring into your current leadership role?



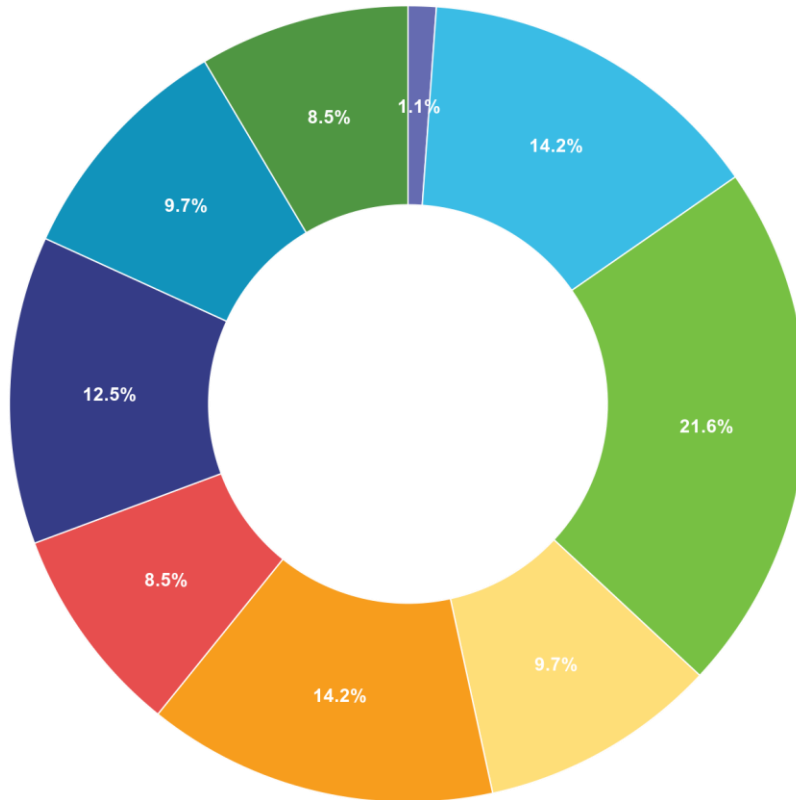
Choice	Totals
● Sales	23
● Sales Management	17
● Marketing	21
● Revenue Generation	23
● New Product/Service Development	20
● Financial Management	18
● Operations Management	28
● Strategic Planning	25
● People Management	28
● Business as Ministry	14

Q3 How valuable would greater knowledge or expertise be to you in the following areas (1=no value, 5=extremely valuable)?



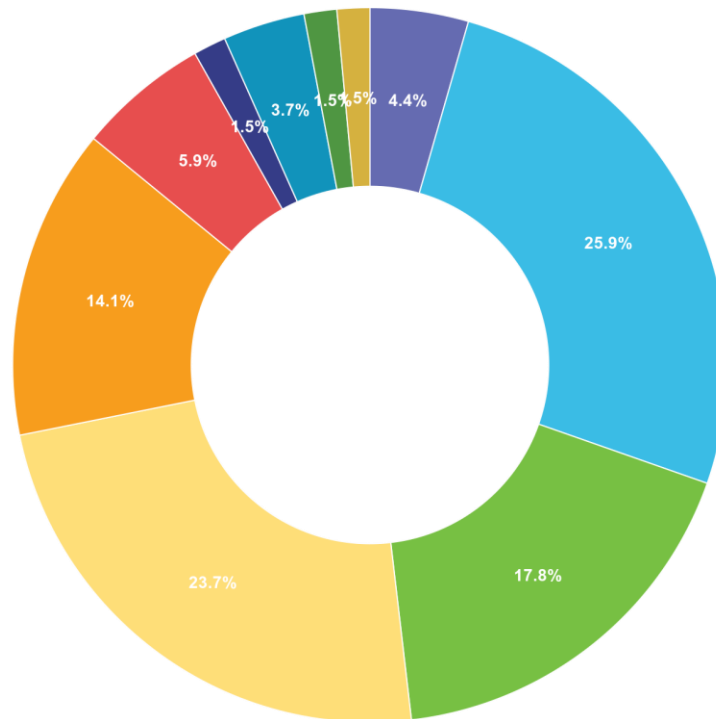
Choice	Score	Average
● Sales	169	3.6
● Sales Management	170	3.62
● Marketing	176	3.74
● Revenue Generation	185	3.94
● New Product/Service Development	159	3.38
● Financial Management	187	3.98
● Operations Management	191	4.06
● Strategic Planning	204	4.34
● People Management	188	4.09
● Business as Ministry	202	4.3

Q4 Where do you regularly go to learn more about being excellent in your role?



Choice	Totals
Schools	2
Workshops/seminars	25
Books	38
Industry Events	17
Informal Peer Gatherings	25
Continuing Education	15
Facilitated Peer Groups	22
Co-workers	17
Other	15

Q5 What statement(s) best describe the learning attitudes in your business?



Choice	Totals
● "It is not evident what I am doing to learn more."	6
● "I recognize that the leader set the learning tone for others."	35
● "Employees know that I invest in getting better."	24
● "There is a clear expectation that everyone (including me) needs to improve."	32
● "We invest heavily to learn more to improve our results."	19
● "My knowledge and expertise are the 'lid' on my organization's growth."	8
● "We only have time to learn as we go."	2
● "Employees are expected to get better on their own time."	5
● "I haven't thought about it much."	2
● Other	2