

C12 NORTH TEXAS FLASH 5 SURVEY

Taking the Pulse of Business Owners and CEOs

“Working On” Business Responses – July 2020

This survey covered the reactions to leadership emotions issues for company leaders in North Texas. Thirty-one responses were received for the following five questions.

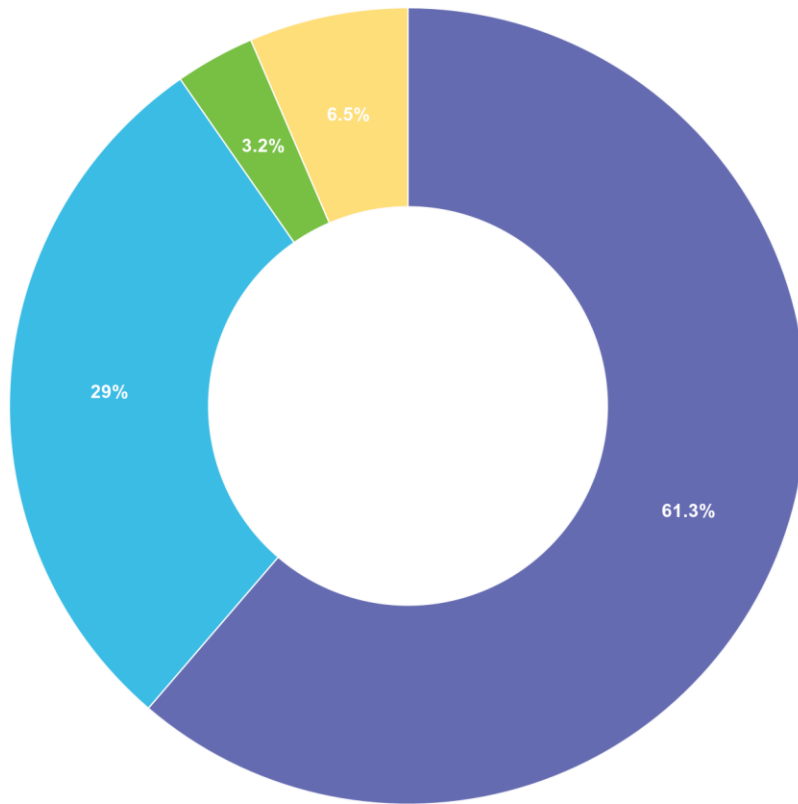
1. What is your role in the business?
2. On average, how much time do you devote to working “on” your business each month?
3. What are the impediments to devoting time to working "on" your business?
4. What are the benefits to regularly working "on" your business?
5. What would improve your effectiveness of working "on" your business?

Overall observations.

- The thirty-one responses are largely (90%) from CEOs and Senior Management.
- More than half (54%) spent 3 or more days per month working on their business.
- The dominant impediments cited to working on the business are busyness and distractions.
- Better plans, improved leadership and superior results are the most common reasons for working on the business. Many others were identified, too.
- Dedicated time, accountability and strategy instruction would be most helpful to a leader to work on the business better.

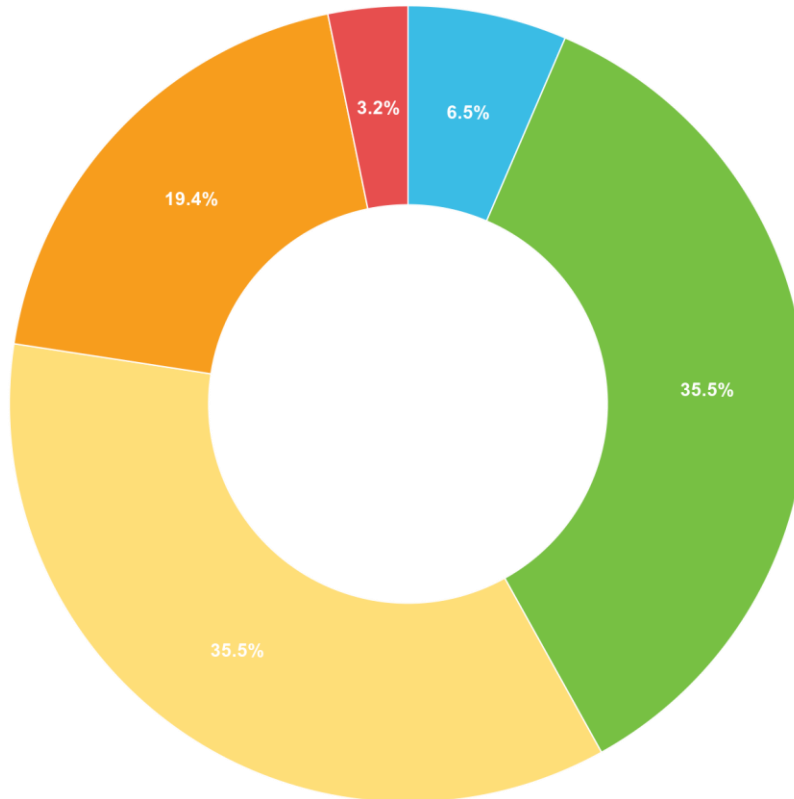
Note: C12 North Texas is dedicated to serving Christian CEOs and Business Owners to help them create great businesses for a greater purpose.

Q1 What is your role in the business?



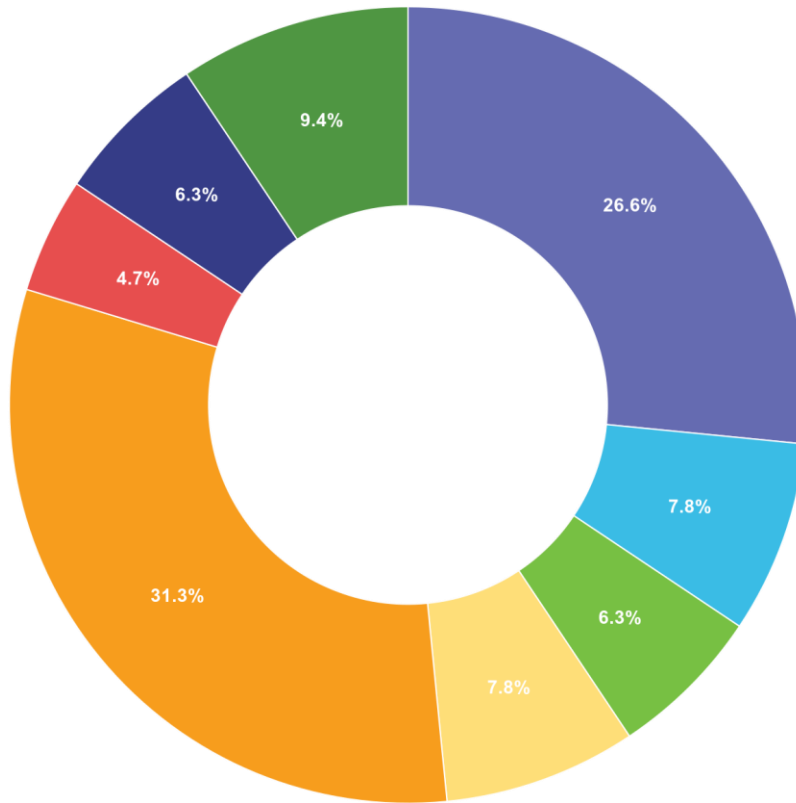
Choice	Totals
● Owner/CEO/Partner	19
● Senior Management	9
● Supervisor	1
● Other	2

Q2 On average, how much time do you devote to working “on” your business each month?



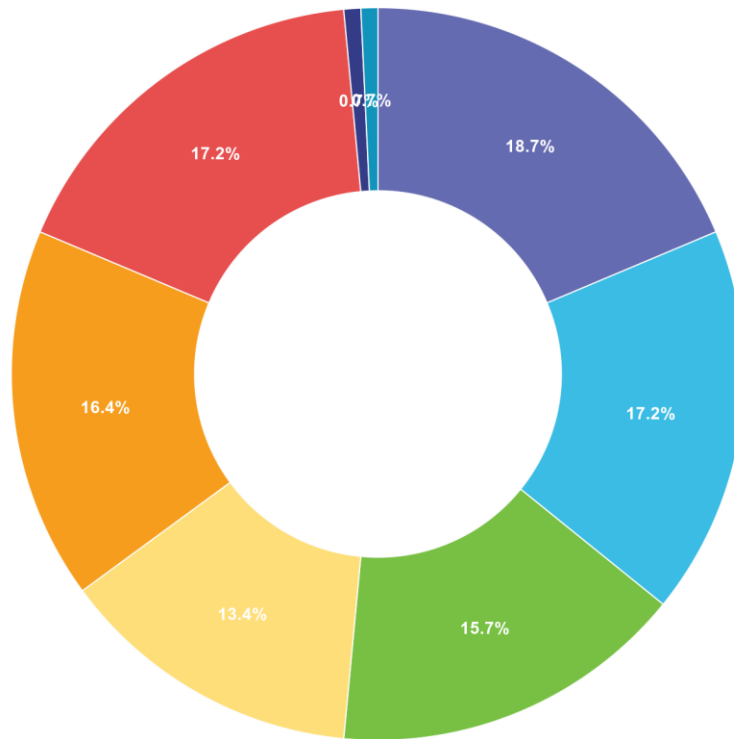
Choice	Totals
● None	0
● Less than a half a day	2
● 1-2 days	11
● 3-5 days	11
● More than 5 days	6
● Other	1

Q3 What are the impediments to devoting time to working "on" your business?



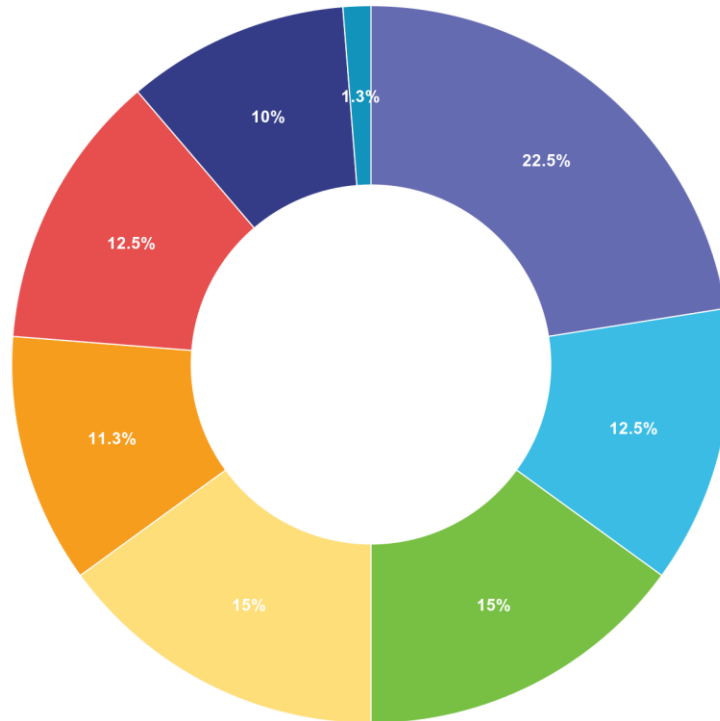
Choice	Totals
● Busyness	17
● Understaffing	5
● Lack of structure	4
● No established discipline	5
● Distractions	20
● No team to help	3
● No one is requiring me to	4
● It's not worth it	0
● Other	6

Q4 What are the benefits to regularly working "on" your business?



Choice	Totals
● Better plans	25
● Improved execution	23
● Increased team alignment	21
● More peace about the future	18
● Improved leadership	22
● Superior results	23
● I don't know	1
● Other	1

Q5 What would improve your effectiveness of working "on" your business?



Choice	Totals
● Dedicated, scheduled time for it	18
● A sounding board for plans and ideas	10
● Accountability for improvements	12
● Education about strategy and planning	12
● Structures for issues and plans	9
● Coach/consultant to guide the process	10
● Resources to free time	8
● Other	1