

Superstar^{ace} Survey

Research into working habits and the application of lessons learned from top performers

1 The background story

Clive and Susan are typical of the able people we have worked with. Clive was a high-flying specialist who had built up an area of a business very well but was finding he had less time to do what he was best at because of all the other responsibilities he had acquired over time. His career and sense of job satisfaction were grinding to a halt. Susan had set up her own small consultancy business. She was a great communicator with a dynamic attitude who had won herself some prestigious projects. However, like Clive, she seemed to be overloaded and grinding to a halt.

Neither of them wanted to abandon what they were good at but they felt under pressure to take more of an executive role. They recognised the logic of moving on and up but their hearts weren't in it.

In a FBO (Flash of the Blindingly Obvious) we realised that the answer might lie in the working habits of top performers in the world of sport and entertainment. These "superstars" get to the top by concentrating on what they do best – and having others do the rest. We started to investigate this approach in a small pilot research project and got some immediate and striking results. We also found that their habits also applied to other, less public, top performers – like top rank professionals. By applying even the basic methods used by the superstars to business situations we found we could get significant results. So, we carried on and developed a complete method able to take any performer up through the league table. It worked for Clive and Susan and it can work for you and the people who work with you or for you.

But before we move on we believe we need to make a more thorough and comprehensive job of our initial research. We are aware that there are a number of different factors at play and that if we obtain further research results we will be able to help even more people apply the superstar model for themselves.

2 How you can help

By completing and returning this survey you are helping with a research project that could lead to a profound improvement in the working lives of lots of people from a wide variety of fields from entertainment and sport to the professions and business.

The primary research to which this survey contributes aims to take information about the working habits of top performers in various fields and use the findings to help aspiring performers achieve similar results. The range of top performers we are surveying includes those from the fields of entertainment, sport, the professions, technical specialisations and business.

We want results in from a wide variety of individuals in terms of specialist know-how, career level and size of organisation they are in.

3 And in return?

You will be able to find out all about our research results and how the method works from a book that is currently in preparation. Part 1 of the book will be issued free in electronic form to every person who returns a completed survey form. In addition the same people will be entered into a prize draw.

This is a confidential survey but we would like your permission to contact you if we need to clarify any information you have provided or seek further details.

Your details

First name: _____ Surname: _____

Business name: _____ Job Title: _____

Address: _____

Postcode: _____

Tel Number: _____ Email address: _____

You may*/ may not* contact me for further details (* delete as appropriate)



Business Performance Accelerators

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4 Your current position

Which of the following best describes your current position:

Please tick the one that best describes your position

Overall executive responsibility for the business (e.g. chief executive, managing Director, Senior Partner)

Overall executive responsibility for a major part of the business and primarily a management role (e.g. Divisional head or head of a major function)

Leading specialist, expert or professional among others (e.g. chief engineer, principal accountant, sales team leader)

Other senior position.

Other position.

Which do you prefer to have (please tick)

a) A specialist role

b) A generalist role

c) No preference

Please briefly state any other information that would help further clarify your position and overall responsibilities.

5 Your staffing

Please provide details of your staffing and reporting structure.

a) Approximately how many people does your business employ overall? _____

Of these...

b) Approximately how many people do you manage directly or indirectly? _____

c) How many people report directly to you? _____

d) If you also report to someone more senior than yourself how many other people also report to that person? _____

Please briefly state any other information that would help further clarify your staffing and reporting structure.

6 How you would classify your know-how

Please consider the following descriptions and select the one that best describes your main know-how.

Please tick the one that best describes your main know-how

- c) A professional
- d) A manager or administrator
- e) An entrepreneur
- f) A specialist
- g) Without any particular main know-how

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

7 Your time

On average...

- a) How many hours do you spend working for your business each week? _____

Of these...

- b) How many hours do you spend working on the following?
 - i) Key activities that require your particular know-how and experience _____
 - ii) Activities that require your level of authority but could otherwise be carried out by someone less senior _____
 - iii) Specialist activities that you cover in the absence of someone else capable of doing them _____
 - iv) Maintaining your performance, expertise _____
 - v) Administrative activities _____
 - vi) Other non-specific activities _____
- c) How many hours per week do you spend:
 - i) Travelling to or from your place of work? _____
 - ii) Travelling between different locations as part of your work? _____

Please briefly comment on your feelings about significant factors that affect how well or badly your current circumstances enable you to use your time as you would prefer.

8 Your rewards

To what extent does your annual remuneration depend upon your personal performance? Please circle the one that best applies to you.

Major dependence / Significant dependence / Marginal dependence / No dependence

9 Your productivity

a) In a typical week what three things most interfere with or reduce the amount of work you manage to get done?

i) _____

ii) _____

iii) _____

b) In a typical week what three things most help you get your own work done?

i) _____

ii) _____

iii) _____

c) Do you have a PA, secretary or administrative assistant? Y / N (please circle Y or N)

If so, do you share them? Y / N

and if you do share – with how many other people? _____

10 Your future career direction

In three years time what do you expect to have happened to each of the following? Please circle the one that best applies in each case.

Your seniority Higher / Same / Lower

Your specialist know-how More advanced / same as today / less significant

11 General challenges

What do you consider to be the main challenges confronting people with a similar profile to yourself who wish to progress their careers?

Thank you.

Please return your completed survey in an envelope marked “confidential” addressed to: Superstar Survey, Factice International Ltd, PO Box 354, ST ALBANS, Herts, AL2 3UG, England UK



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