

# LEADERSHIP AMONG NORTH AMERICAN EXECUTIVES



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**Vancouver, BC** – A new Ipsos Reid poll conducted on behalf of the Refinery Leadership Partners Inc. finds that most senior executives in Canada and the United States take a very favourable view of their performance, with three-quarters (74%) rating their “overall performance as a leader” as better than that of other executives in their industry. Favourable perceptions extend to more specific areas of performance as well, including 89% saying they are doing better than others when it comes to “willingness to collaborate with others on their team”, 86% saying they are doing better than others when it comes to “ability to collaborate with others on their team”, 79% saying they are doing better than others when it comes to demonstrating “awareness of the issues and challenges facing their employees”, and 64% considering their “commitment to their own leadership development” to be better than other executives in their industry. The high numbers suggest senior executives may have an overly high estimation of their leadership abilities as not everyone can be performing better than everyone else.

The survey shows that leadership development – whether it be for themselves, their executive team, or their managers – is a priority for senior executives. Overall, respondents place the greatest emphasis on developing the leadership skills of managers (82% priority), followed by their executive team (71% priority). While most (61%) executives also say their own leadership development is a priority, the survey suggests this falls behind developing the leadership skills of those working beneath them.

Despite the fact that executives place a lower emphasis on developing their own leadership skills than that of their employees, most (89%) indicate they have participated in leadership development activities in the past twelve months. Among



these respondents, the most commonly mentioned leadership development activity is “attended seminars/conferences/meetings” (57%). Other commonly pursued leadership development activities include “took educational programs/course” (28%), “read about leadership” (19%), and “received mentoring/coaching” (14%). Fewer mention things such as “participated in workshops” (9%) and “performed a 360° assessment” (5%).

*These are the findings of an Ipsos Reid telephone poll conducted on behalf of the Refinery Leadership Partners Inc. and fielded between the dates of January 3 and February 22, 2008. The poll is based on a randomly selected sample of 151 senior-level business executives in Canada and the United States. All respondents are from companies with at least 1,000 employees worldwide. With a sample of this size, the results are considered accurate to within  $\pm 8.0$  percentage points, 19 times out of 20. The margin of error will be larger within regions and for other sub-groupings of the survey population.*

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