



Training. Consulting. Research

REPORT

ON

**GUESTS' FEED BACK AT THE
CELEBRATION OF LEADERSHIP
EXCELLENCE DINNER**

NOVEMBER, 2009.

1.0 INTRODUCTION

This survey was administered at the “Celebration of Leadership Excellence” dinner held on November 13, 2009 at the Civic Centre Lagos. Given that participants at the dinner constituted of FITC’s key stakeholders group, the firm deployed the survey to assess the quality of the dinner overall, and validate FITC’s perception on emerging professional service support needs of the group.

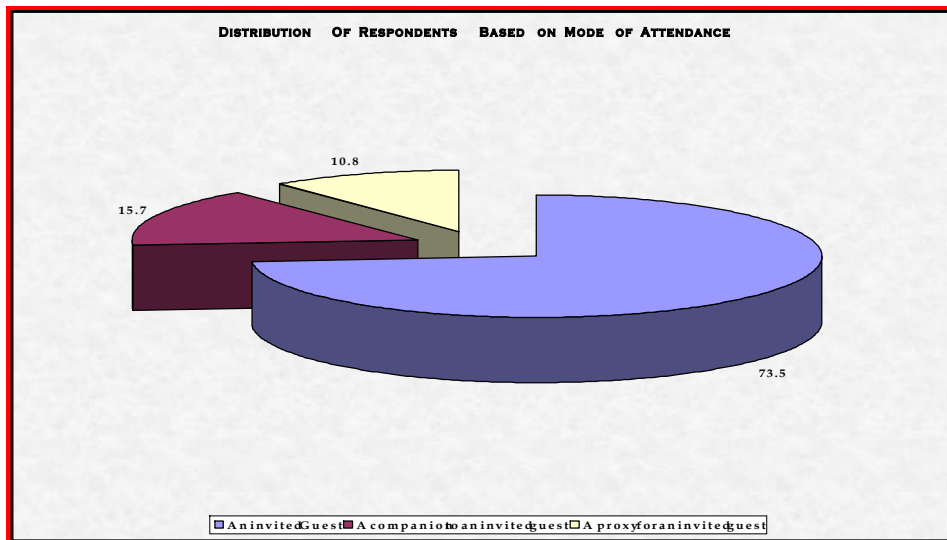
2.0 METHODOLOGY

A structured feedback questionnaire was used for data collection. Altogether, a total of one hundred (103) copies of questionnaire were administered to the guests at the venue. Of this figure, only eighty-three (83) were duly completed and returned. This represents a response rate of 80.6%.

3.0 FINDINGS

The findings from analysis of data are presented in sections 3.1 – 3.11 below.

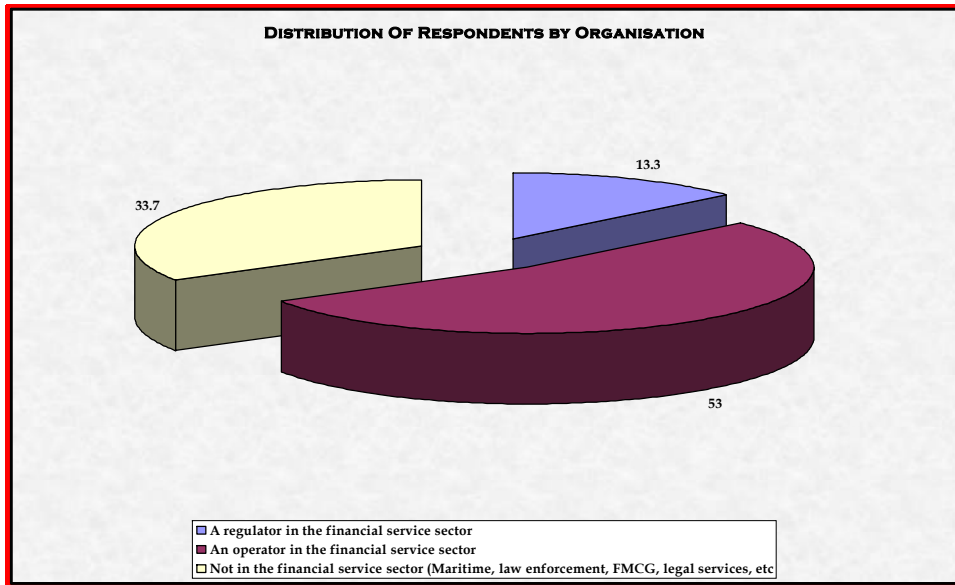
Figure 1.0



3.1 Distribution of Respondents Based on Mode of Attendance

Indications in **Figure 1.0** shows that 73.5% of the respondents attended the dinner as invited guests; 15.7% as companions to invited guest, while 10.8% as attended as proxies to the invitees.

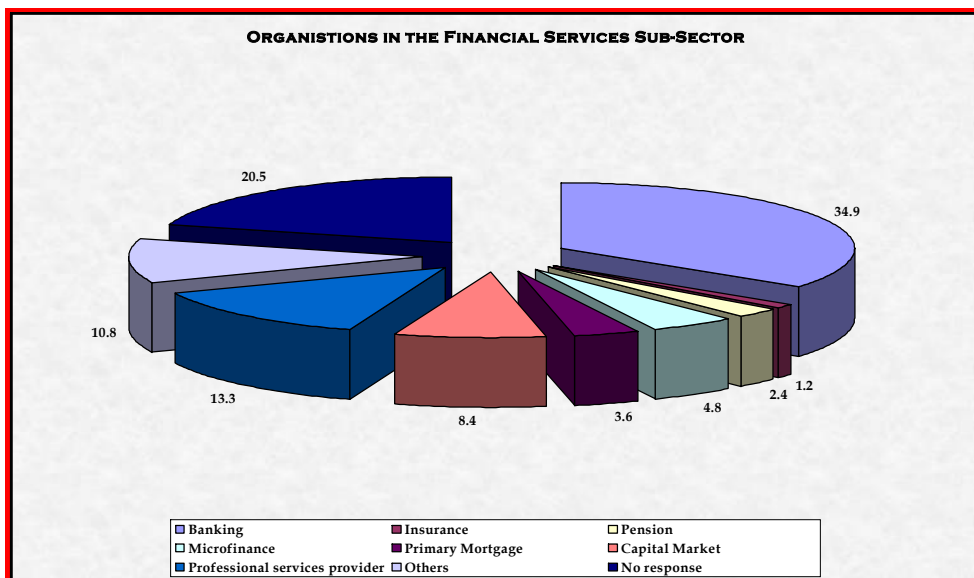
Figure 2.0



3.2 Distribution of Respondents by Organisation

The analysis in **figure 2.0** above shows that 53% of the respondents were operators in the financial service sector, while 13.3% were regulators in the financial service sector. About 33.7% were from other sectors and professional institutes.

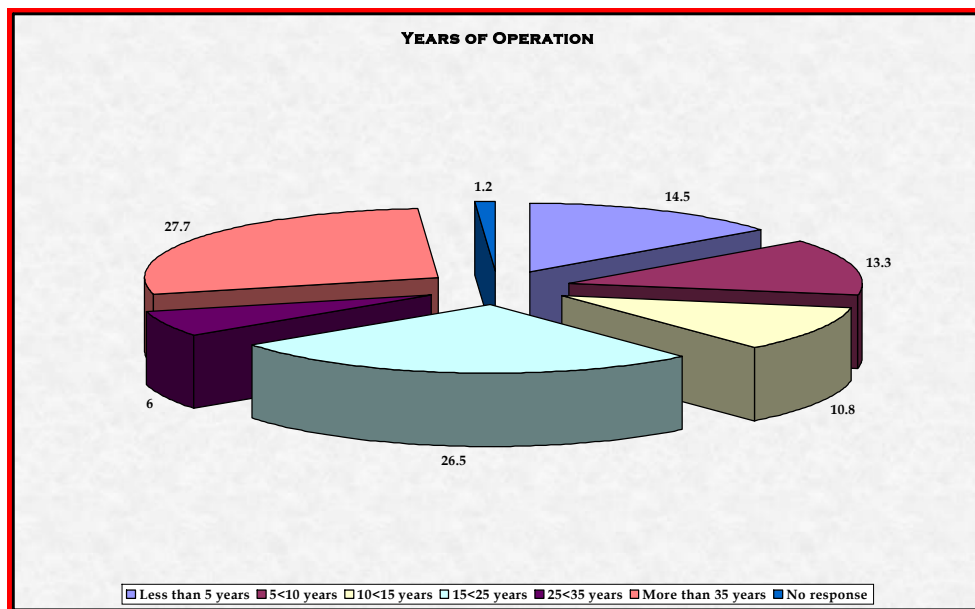
Figure 3.0



3.3 Organisations in the Financial Services Sub - Sectors

Further analysis of the participants that indicated being the financial services sector revealed in **figure 3.0** above that 34.9% of them were from the Banking sub-sector, while 1.2% were from Insurance, 2.4% from Pension and 4.8% and from Microfinance sub sectors. The Primary Mortgage sub sector accounted for 3.6% of them and 8.4% were capital market operators and 13.3% were professional service providers within the financial services sector. 10.8% were other organisations outside the financial sub-sector and 20.5% did not indicate their sectors.

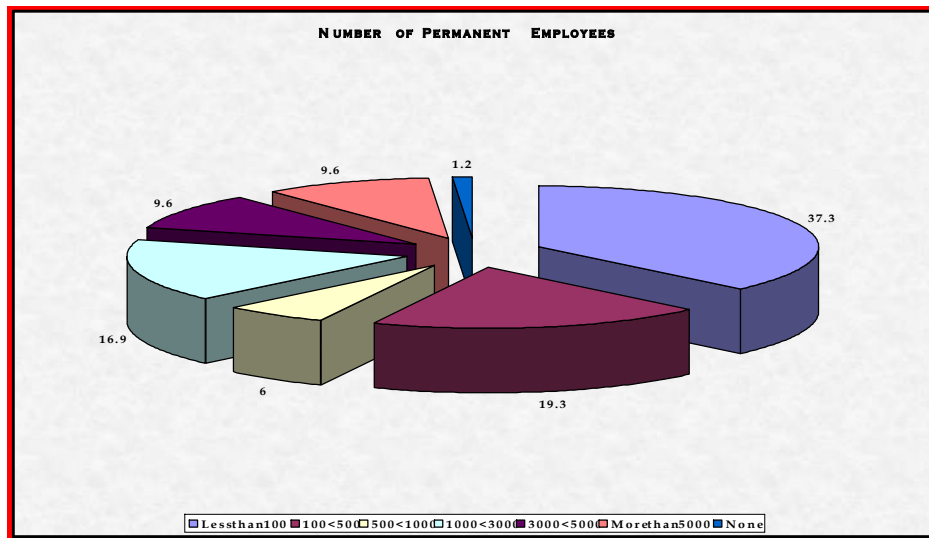
Figure 4.0



3.4 Years of Operation

Analysis of the data in **figure 4.0** shows that 14.5% of the organisations represented at the dinner have been in operation for less than 5 years; 13.3% for more than 5 years; 10.8% for more than 10 years; 26.5% for 15-25 years; and 6.0% for 25-35 years. Interestingly, 27.7% of the respondents said their companies have been operating for more than 35 years and only 1.2% did not respond to the question.

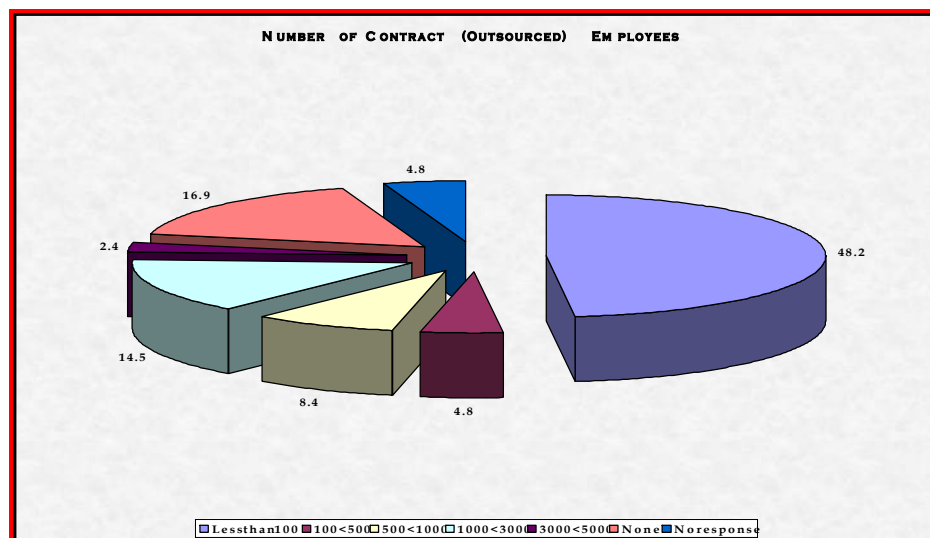
Figure 5.0



3.5 Number of Permanent Employees

The data in **figure 5.0** above shows that 37.3% of respondents indicated that their organizations had less 100 permanent employees; 19.3% have 100 - 500 permanent employees; 6.0% have 500 - 1000, while 16.9% have 1000 - 3000 permanent employees. Only 9.6% have more than 5000 permanent staff while 1.2% of the guests indicated that they do not have permanent employees.

Figure 6.0



3.6 Number of Outsourced Employees

The analysis of the data in **figure 6.0** above shows that 48.2% of organizations represented have less than a 100 outsourced employees; 4.8% have 100 – 500; 8.4% have 500 – 1000; 14.5% have 1000 – 3000; while 2.4% have 3000 - 5000 as outsourced employees and 16.9% do not have such categories of staff. 3.9% did not respond to the question.

Table 1.0

s/n	ISSUES	HIGH	MEDIUM	LOW	NO RESPONSE
a	Technical Skills in employees	53 (63.9)	17 (20.5)	2 (2.4)	11 (13.3)
b	Soft skills in employees	23 (27.7)	37 (44.6)	7 (8.4)	16 (19.3)
c	Behavioural issues that do not align with approved culture	27 (32.5)	20 (24.1)	20 (24.1)	16 (19.3)
d	Understanding strategy	32 (38.6)	33 (39.8)	5 (6.0)	13 (15.7)
e	Managing performance	44 (53.0)	26 (31.3)	4 (4.8)	9 (10.8)
f	Effective research skill	21 (25.3)	27 (32.5)	17 (20.5)	18 (21.7)
g	Applicable leadership skills	39 (47.0)	27 (32.5)	4 (4.8)	13 (15.7)
h	Result oriented sales and marketing skills	39 (47.0)	15 (18.1)	13 (15.7)	16 (19.3)
i	Business sustainability issues	33 (39.8)	28 (33.7)	5 (6.0)	17 (20.5)
j	Others (specify & rank) Ethics & Professionalism Risk Management Policy Stability	5 (6.0)	2 (2.4)	0 (0)	76 (91.6)

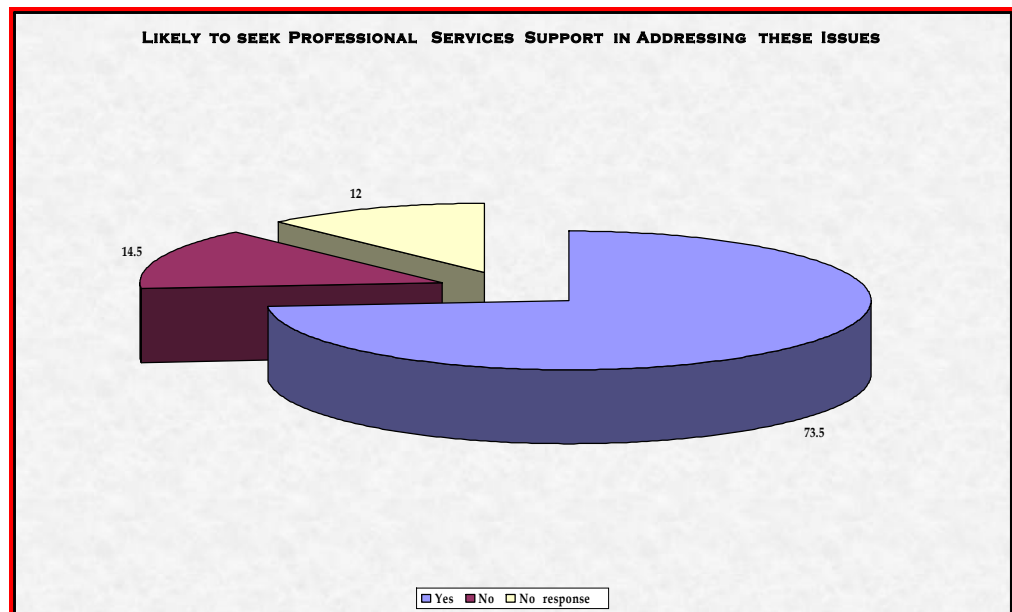
Note: All figures in parenthesis () imply percentages.

3.7 Rating of Issues that Keep Management Teams Awake

The data in table 1.0 above shows that burning issues that keeps management teams of representative organizations awake at night. Based on probability, issues ranked high and medium are considered as “of material value”. Based on

this classification, clearly observable top seven issues that are on the front burner of management teams of organizations represented [in order of criticality from the highest ranked are] ; technical skills in employees, managing performance, demonstration of applicable leadership skills, understanding strategy, understanding business sustainability issues, and soft skills in employees.

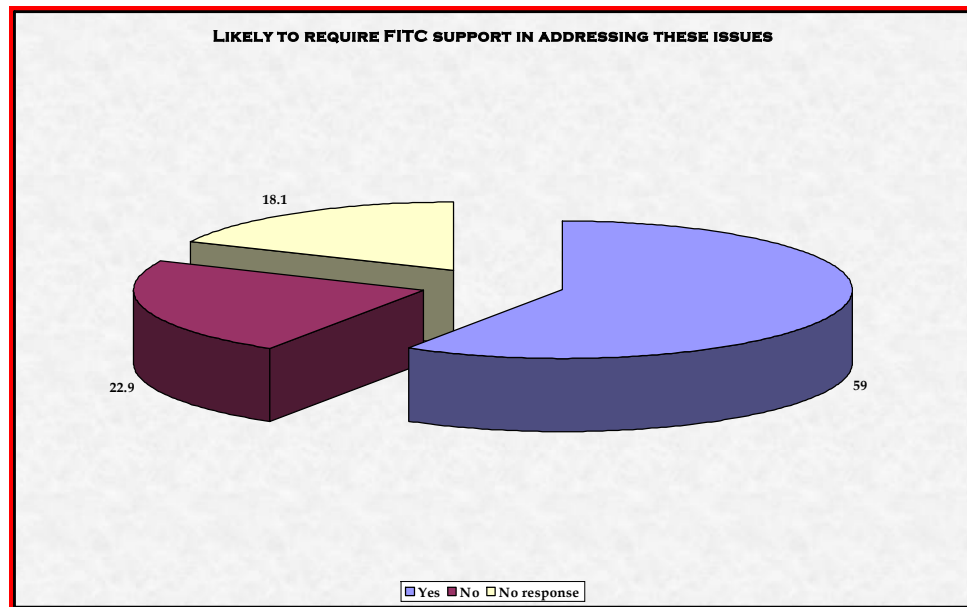
Figure 7.0



3.8 Those likely to seek professional services support in addressing these issues

Analysis in **figure 7.0** above indicates that 73.5% of the respondents will seek professional services support in addressing issues affecting their organizations as listed in table 1.0. While 14.5% will not seek professional services support and 12.0% did not respond to the question.

Figure 8.0

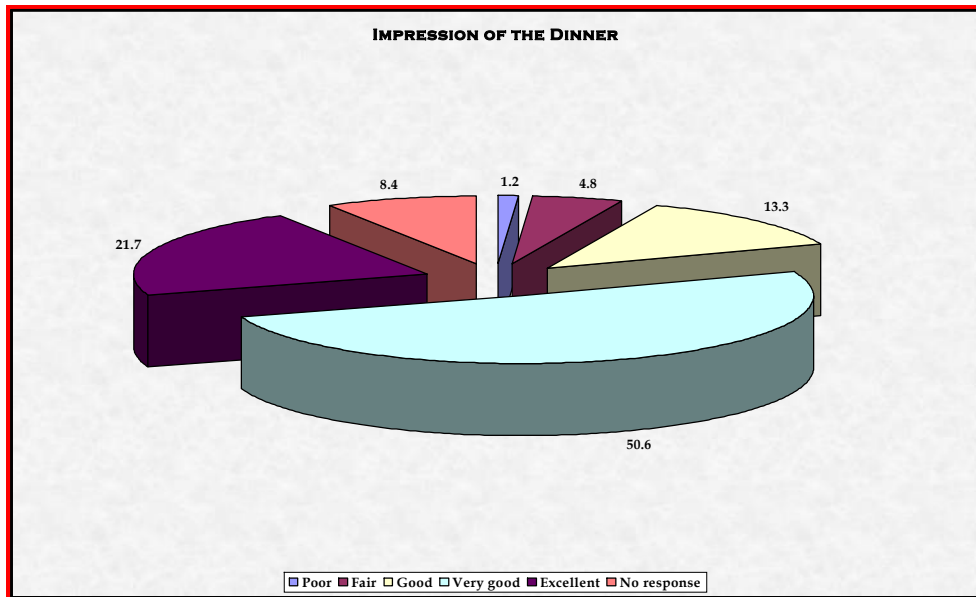


3.9 Those likely to require FITC support in addressing these issues

Further analysis of those likely to seek professional services support as indicated in **figure 8.0** above shows that 59.0% are likely to require FITC support in addressing those organizational issues, while indicated that 22.9% they are not likely to request FITC support and 18.1% did not respond to the question. The reasons given by the 22.9% that said it was unlikely that they will request FITC professional services support gave the following reasons:

- We are not within your target market
- We have already engaged professional services support which is ongoing
- The chairman must approve before such assistance is required
- We are also a service provider
- Different sector (Agriculture)
- Presumably, I think your training fee might be too high.
- Our operations are of specialized nature.
- We may not have the financial capability

Figure 9.0



3.10 Impression of the Dinner

Guests were also asked to give their overall impressions about the dinner, and analysis in figure 9.0 above indicates 21.7% rated the dinner as excellent; 50.6% rated it as very good; 13.3% rated it as good, while 1.2% rated the dinner as poor. 8.4% did not respond to the question.

3.11 Additional Comments

Provision was made for additional comments by the guests and the following are their additional comments as applicable:

- Great idea
- Good networking opportunity.
- A job well done, wishing you greater heights
- A well organised & planned event, Keep it up.
- Keep it up
- Good job
- The citations were rather too long.
- Very good organisation
- I enjoin the institution to sustain the sterling leadership qualities
- FITC has succeeded in the critical area of succession management.
- Satisfactory
- Highly impressed

- Thanks for a nice evening
- The dinner was well organised. I commend FITC on the success of such event and encourage them to continually practice the culture of celebrating excellence
- Nice event, decorations splendid.
- Well done FITC. Please keep the flag flying higher and good luck.
- FITC's activities are fabulous, I have always admired them

4.0 CONCLUSION

It is conclusive from the results of this survey that though the event was attended by invitees from other sectors, participants from the financial services sector, especially the banking sub-sector were a majority at the dinner. By and large, the event was highly successful by participants' ratings, as they were satisfied with the ambience, the salient issues and the organization of the entire programme. It could also be inferred from the data that issues that seem to trouble management teams fall within FITC's core professional services support areas. It is also heartening to observe that a large number of participants (nearly 60%) indicated that they are willing to engage the services of FITC in addressing these troubling issues. Even the nearly 30% of the audience that indicated that they were unlikely to request FITC support did not have any concern about any issue fundamental to FITC's service quality or reputation as a professional services firm. Most of those 'objections' has to do with the participants' buying decision and projects in progress. We have noted the issue of pricing and we will ensure that our deliverables offer lasting values in excess of whatever investments our clients make in buying our services. We have done a lot in the past one year and most of our updates are available at <http://www.fitc-ng.com>. You may visit the site, for information relevant to your situation.

So in fulfillment of our promise to guests last year, we now share these findings with our guests on November 13 2009 and those we invited but were unable to make it, but sent in apologies. We hope you will find insights that could add value to your organization.