



Idenk pre-Christmas surveys of clients and partners 2008

A snapshot of opinions on a range of topics



These slides present the results of two surveys of idenk's clients, partners and business contacts

- The survey contains 36 separate respondent data sets in response to two surveys; about half the questions on each survey were identical, and responses to these questions have been analysed together
- The scope of the surveys was broad - some questions were serious, and some not so serious
- The aim of the surveys is to
 - Take a **snapshot of opinion** on a range of issues
 - Inform **idenk's service development** process
 - **Amuse and entertain**
- The **links between work and home life** were apparent in the range of answers given to many of the questions

Sport, music, work and Obama featured highly as respondents' 2008 most inspiring moments ...

What was your most inspiring moment of 2008?

- **Sport**

- “Wales’s [rugby six nations] grand slam”
- “Playing county over-45 squash at the age of 54”
- “Seeing Team-GB win gold at the Olympics” (x2)
- “Running my first 10k race faster than expected”

- **Music**

- “Singing Mozart’s *Requiem*”
- “Playing a gig with a member of a favourite band in the audience”
- “A concert performance”

- **Work**

- “Being promoted!”
- “Hearing how I had influenced others to grow and gain confidence”
- “Reflecting on our team’s achievements”

- **Obama**

- “Obama winning the presidency” (x4)
- Obama’s 4/11 speech

- **Selected others**

- “My daughter’s speech at my wedding”
- “Discovering we were expecting a baby”

... and many respondents were proud of their physical achievements as well as home and work ones

What have you done this year that you are really proud of?

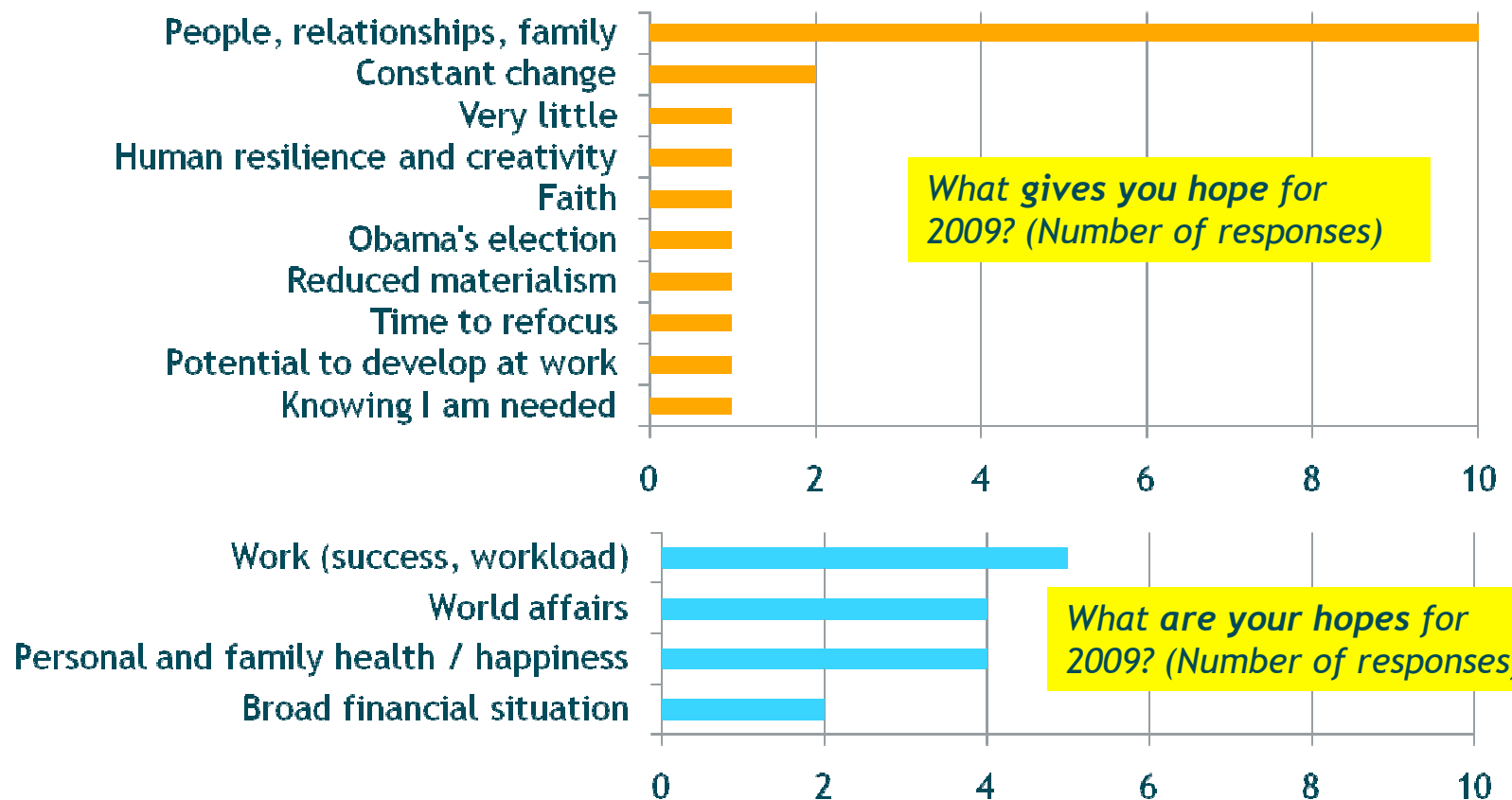


- Winning seven cricket trophies
- Getting fit
- Completing a 30-mile cycle in icy rain
- Improved my golf
- Keeping the family mountain-biking every weekend
- Hitting my weight target for the year

- Being a good Dad (I think)
- Looking after my kids and having fun doing it
- Musical success
- Winning a scholarship
- Keeping going (x2)
- Setting up my business and increasing my contacts (x2)
- Standing by decisions that went against the norm
- A presentation I worked hard to prepare for
- Hitting work targets five months ahead of schedule



Hopes for 2009 were grounded in personal relationships, and were broad in aim



Themes emerging from answers to two questions on hope in 2009 (two different survey samples)

Fears for 2009 were dominated by economic uncertainty

What fears do you have for the year ahead?

- “More uncertain business climate”
 - “Economic situation and impact on this and the next generation”
 - “Loss of business”
 - “Mass unemployment”
 - “That the economic situation will divert attention from climate issues”
 - “We get consumed by negativity (inc. from the media)” (x2)
 - “New relationship with our commissioners”
 - The economic downturn will bring out the worst in people
-
- “That the world will come to an end (like it says in the *Daily Mail*)”
 - “Can I be a great father *and* the best at my job?”
 - “Another wet UK summer”
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- “I don’t fear anything”
 - “None”

Financial /
economic
depression

Impact on
business /
work

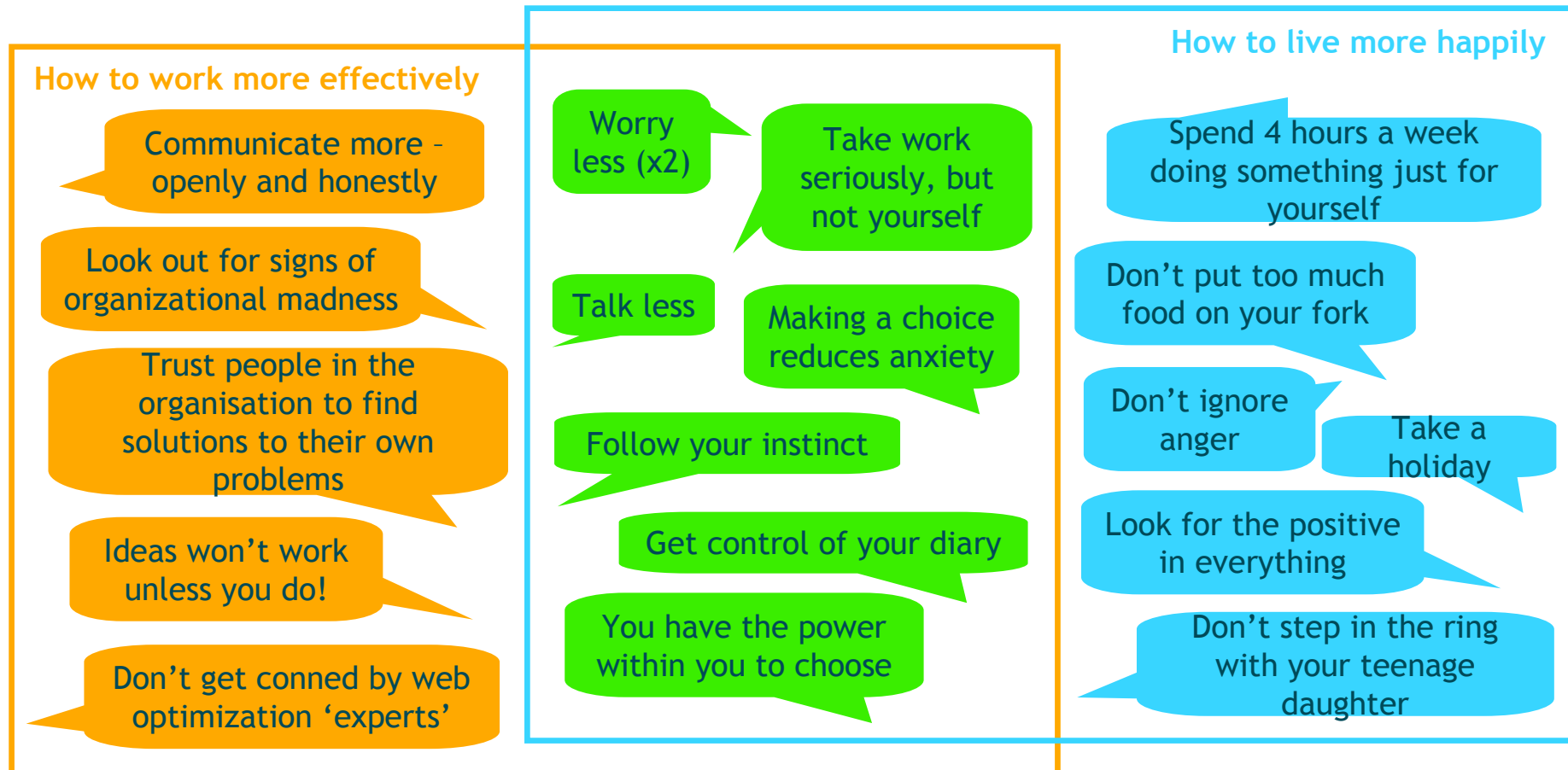
Impact on
home and
others

Something completely
different

Nothing

Advice received last year came in different flavours ...

What is the best advice you received in 2008?



Respondents had found many useful websites during the year - this is a selection

Do you know about a really useful website that others probably haven't heard of?



www.engadget.com
"The next big thing is..."



<http://justjared.buzznet.com>
The essential pop / celebrity culture primer and news site

Plain text.

www.plain-text.co.uk/a_to_z.html
Guide to good business writing



www.xbridge.com
"I got professional indemnity and liability insurance cheaper from here"



www.historyorb.com
"Interesting facts about dates"



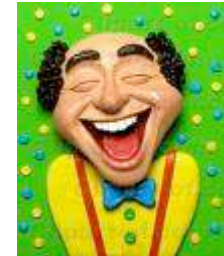
yousendit
www.yousendit.com
FTP and email replacement for sending large or important files with delivery confirmation

time and date.com

www.timeanddate.com/worldclock/meeting.html
"For setting up international calls without getting daylight saving time wrong"

Some respondents shared good, cleanish, short jokes (longer ones available on request...)

Do you have a joke you can share?



A Scotsman, an Englishman, an Irishman, a priest, a rabbi and a vicar all go into a pub. The barman looks up and says 'is this some kind of joke?'

What is the capital of Iceland?

About £3.50

What is round, white, and laughs a lot?

A tickled onion

Clean coal is a bit like a porous condom ... at least the intention was there

A snobbish man asks an Irish builder if he even knows the difference between a joist and a girder.

"Sure I do - Joyce wrote Ulysses and Goethe wrote Faust"

What do you call a dinosaur that slipped on the ice?

Megasaurarse

How many men does it take to change a loo roll?

None - it has never happened

I went into a bookshop and asked the assistant, 'Where's the self help section?'

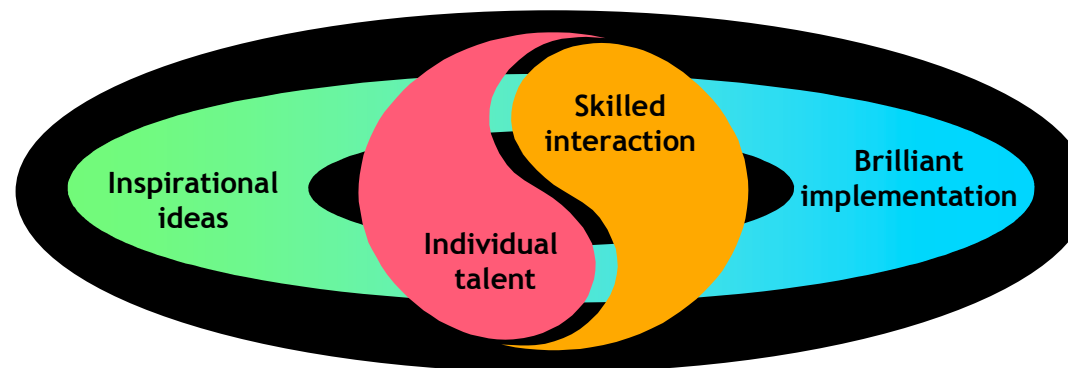
He said if he told me it would defeat the purpose

Contact idenk

idenk support encompasses the critical '4 Is' :
ideas | **implementation** | **individuals** | **interaction**

The inspiration-implementation cycle

All organisations face the challenge of delivering results today while creating fresh ideas that make them successful in the future



The individual-interaction balance

People need to learn how to unlock their talents through building their own capabilities and improving the quality of how they work together

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