



***MOST LEADERS ADMIT THEIR COMPANIES FALL SHORT
IN SPELLING OUT GOALS AND ACHIEVING PROFIT OBJECTIVES***

**New Prosen Center Survey of Executives
Underscores a Dire Situation in Corporate America**

Dallas (May 5, 2006) – Most business leaders indict themselves and their companies in crucial areas including leadership, communications, recruitment, problem-solving, and creating loyal customers, according to a new nationwide survey released by The Prosen Center for Business Advancement.

About 73% of those surveyed, for example, believe to some extent that their companies aren't focused on their most important business goals. Also, about 65% believe at least somewhat that their organizations don't consistently achieve their growth and profitability objectives.

"These results underscore the fact that most organizations today operate ineffectually, far below their potential and promise -- and that's a huge burden to the people who work there as well as to the American economy," says Bob Prosen, founder and Chief Executive Officer of the Prosen Center for Business Advancement. "Worse than that, the people running those companies-- the people in this survey -- are admitting that they're the ones blowing it."

The leadership self-assessment survey involved 190 top executives from throughout the nation, who worked with the Prosen Center last year. About 85% of the companies represented by these executives have annual sales between \$5 million and \$200 million.

"'Sub-optimization' is too kind a term for the kind of dysfunction that these executives are describing," says Prosen, whose new book, *Kiss Theory Good Bye: Five Proven Ways to Get Extraordinary Results in Any Company*, provides a playbook for leaders to overcome these problems and guide their companies

quickly to success and profitability. “This survey shows that there is an entire nation of enterprises whose leaders aren’t getting the results they need, endangering not only their own careers but also the companies that they’ve been charged with growing.”

Here’s how participants responded to 16 key questions in the survey:

	Mostly Disagree	Somewhat Agree/Disagree	Mostly Agree
The top objectives of my company have been clearly defined and articulated.	4%	50%	46%
Everyone in my company knows the top objectives and understands what is expected of them.	15%	59%	26%
There are appropriate incentives for producing results and penalties for not producing results.	29%	40%	31%
I am comfortable that people are focused on our most important business goals.	16%	57%	27%
We have regular performance reviews.	28%	23%	49%
I consistently hire and surround myself with people who are smarter than me.	21%	43%	36%
We consistently achieve our growth and profitability objectives.	20%	45%	35%
I get quality reports that show me exactly what I need in order to make smart decisions.	36%	40%	24%
Politics are kept to a minimum.	6%	32%	62%
We take action to solve problems immediately.	8%	44%	48%
There is ample time to plan.	40%	41%	19%

	Mostly Disagree	Somewhat Agree/Disagree	Mostly Agree
We only have meetings when they make sense – when we have clearly defined objectives that are tied to the company’s top objectives.	17%	50%	33%
The organization consistently meets commitments without management follow-up.	25%	59%	17%
We practice open communication and full disclosure.	6%	34%	60%
I am comfortable that we have a loyal customer base.	8%	40%	52%
I know what we have to do to maintain a loyal customer base.	4%	26%	70%
