

CODING OF
CHIEF EXECUTIVE OFFICERS

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INTRODUCTION

Chief Executive Officers (CEOs) across America come from different backgrounds, have different views on technology, received varying advice from their mentors, utilize different tools to assist them in their daily lives and prefer to work in particular work environments. The data analyzed in this report will show how ten CEOs, who have been interviewed by Bradley (2017) and Orin (2015; 2016) from *Lifehacker*, relate to and differ from their peers in the same career title. The sample population in these reports consists of six males and four females.

There are varying philosophies on criteria and qualities to be an effective business leader in the present economic world. Safty (2003) states that an effective leader is “a person able to think proactively, strike a balance between task-orientation and people-orientation, have a vision, to inspire commitment to work, invest in trust, and be an effective communicator” (p. 84). The areas the interviews covered in the “This is How I Work” series examines many of these areas to get into the minds of the CEOs in America. This small sample of ten people (six men and four women) will give a glimpse of how successful leaders live their lives personally and professionally.

DATA ANALYSIS

The CEOs in this study were chosen randomly from *Lifehacker's* website using Bradley's (2017) and Orin's (2015; 2016) interviews. Similarities and differences are evident regarding companies' mission and what market they are targeting. Thirty percent of the CEOs work for technology companies which produce peripherals (hardware) to supplement a computer. Another thirty percent of the sample population work for technology-based companies with concentrations in social networking. Twenty percent of the interviewees lead online merchant companies. Finally, another twenty percent of the CEOs manage online financial companies.

The locations of headquarters of the companies that the CEOs lead varied. Sixty percent of the business leaders are based out of the west coast of the United States. Thirty percent of the CEOs are working on the east coast of the United States. Finally, ten percent of the interviewees are headquartered outside of the United States (Bradley, 2017; Orin, 2015; Orin, 2016).

Business leaders have their own preferences on how to manage their time. The sample group of CEOs was asked by *Lifehacker*, “What’s your best time-saving shortcut or life hack?” The majority (sixty percent) of the CEOs’ answers related to prioritizing their tasks efficiently. Twenty percent of the business leaders responded with a life-hack relating to time-saving when traveling. Finally, twenty percent of the CEOs’ time-saving life hack included a reliance on other people (Bradley, 2017; Orin, 2015; Orin, 2016).

Many people feel like that they work best in a specific type of environment. The group of CEOs were all interviewed about their work environment. The question was presented to them as, “What’s your workspace setup like?” Majority (sixty percent) of the CEOs preferred to work in closed-off work environment where other employees were located in a separate location. Forty-percent of the sample worked in an open-setting where many of the employees who report to them can be seen and heard (Bradley, 2017; Orin, 2015; Orin, 2016).

Business leaders each have a specific way of keeping track of their professional and personal daily responsibilities and tasks. As to-do lists grow larger, traditional or technology-based tools can help keep track of due dates and visualizing priorities. *Lifehacker* asked the ten CEOs, “What’s your favorite to-do list manager?” The majority (seventy percent) of the interviewees employed a technology-based task manager. Thirty percent of the CEOs used the traditional method of pen/pencil and paper (Bradley, 2017; Orin, 2015; Orin, 2016).

In addition to asking the CEOs about their preferred way of keeping on task, they were asked about their favorite gadget that they use in their personal and work environments is.

Lifehacker asked, “Besides your phone and computer, what gadget can’t you live without?”

Sixty percent of the respondents utilized a digital gadget. Forty percent of the interviewees’ answers was a non-technology tool (Bradley, 2017; Orin, 2015; Orin, 2016).

Successful business leaders have some talent or combination of talents that qualify them to be labeled as a successful leader. The sample of CEOs were asked, “What everyday thing are you better at than everyone else?” Forty percent of the CEOs did not consider themselves to be the “best” at anything. Thirty percent of the respondents stated that a certain personality trait was something that distinguished them as better than anyone else. Twenty percent of the CEOs stated that they were best at preparing food. Ten percent of the sample population claimed that they were best at utilizing a specific type of technology (Bradley, 2017; Orin, 2015; Orin, 2016).

Many people prefer to control different aspects of their environment to be more productive or comfortable. *Lifehacker* asked the sample group of CEOs, “What do you listen to while you work?” Seventy percent of the respondents preferred to listen to music while they work. Thirty percent of the CEOs preferred to work in silence (Bradley, 2017; Orin, 2015; Orin, 2016).

Some people feel that they work best when they are alone or when they collaborate with others. Cooper (2013) explains that “introverts tend to recharge by spending time alone. They lose energy from being around people for long periods of time, particularly large crowds. Extroverts, on the other hand, gain energy from other people. Extroverts actually find their energy is sapped when they spend too much time alone. They recharge by being social” (para. 7). The sample of CEOs were asked if considered themselves to extroverts or introverts. Sixty

percent of the respondents considered themselves to be extroverts. Forty percent of the CEOs labeled themselves as introverts (Bradley, 2017; Orin, 2015; Orin, 2016).

The workload at your place of employment, not having a break from your responsibilities at home and/or at work and everyday life stresses can drag you down. *Lifehacker* asked the CEOs, “How do you recharge? What do you do when you want to forget about work?” Thirty percent of the CEOs recharged by spending time with their family. Another thirty percent of respondents did some type of physical activity to revitalize themselves. Thirty percent used a type of technology for a boost. Ten percent of the sample population spent time alone in order to recharge (Bradley, 2017; Orin, 2015; Orin, 2016).

Many people feel like that they are mentally at their best early in the morning or late in the evening. The group of ten CEOs were asked by *Lifehacker* “What’s your sleep routine like? Are you a night owl or early-riser?” Majority (eighty percent) of the CEOs considered themselves to be early-risers. The remaining twenty percent of the respondents considered themselves to be night owls (Bradley, 2017; Orin, 2015; Orin, 2016).

Some people attribute their success in life to valuable guidance from someone they crossed paths with. Advice can change how you operate in work environments and your personal life. *Lifehacker* asked the group of CEOs, “What’s the best advice you’ve ever received?” Sixty percent of the respondents believe the best advice pertained to how they should act and behave in reaction to certain experiences. Forty percent of the CEOs believe that their best advice they received involved how they should interact and treat individuals who have a part in their lives (Bradley, 2017; Orin, 2015; Orin, 2016).

SUMMARY

As seen in the data analysis from *Lifehacker's* interviews with business leaders from various industries and companies, not all CEOs have similar perspectives, philosophies and practice. Individuals have varying personality traits, preferred work place environments, strategies for being successful, and more. There is not one “right way” to operate a business successfully. To gain insight on how to run a successful company, one can reflect on the answers from the established effective business leaders of the 21st century.

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