

BUSINESS WOMEN PROFILE

- QUALITATIVE RESEARCH -



A close-up photograph of a baby with light brown hair and blue eyes, wearing a green and white long-sleeved shirt. The baby has a pouting expression and is holding a small amount of sand in their right hand. The background is a blurred beach scene with sand and a light sky.

SUCCESS

TALENT
SOMETHING
ELSE

“LEADERS PROFILE” RESEARCH



650+

TOTAL RESPONDENTS



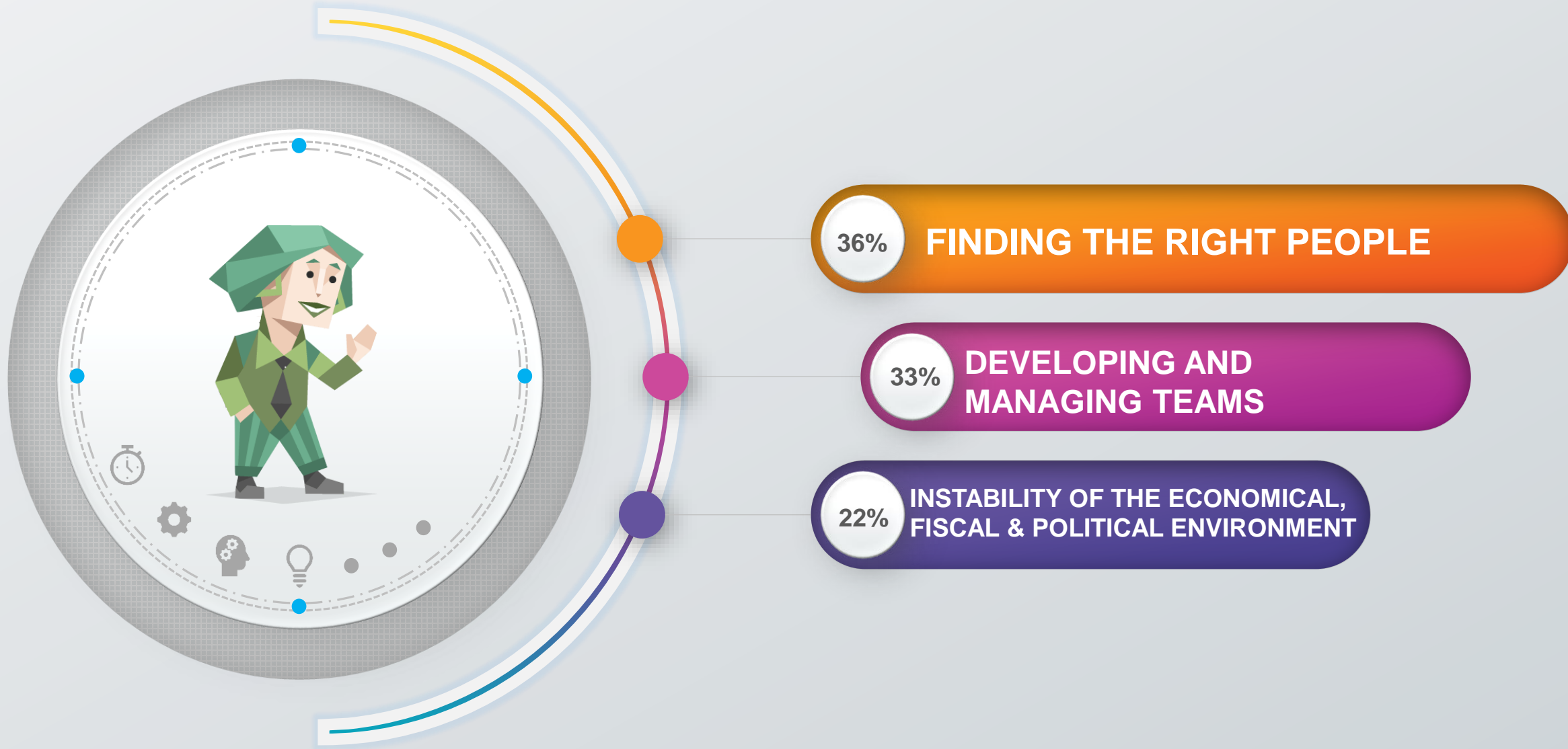
278

BUSINESS WOMEN

2017

JULY - AUGUST

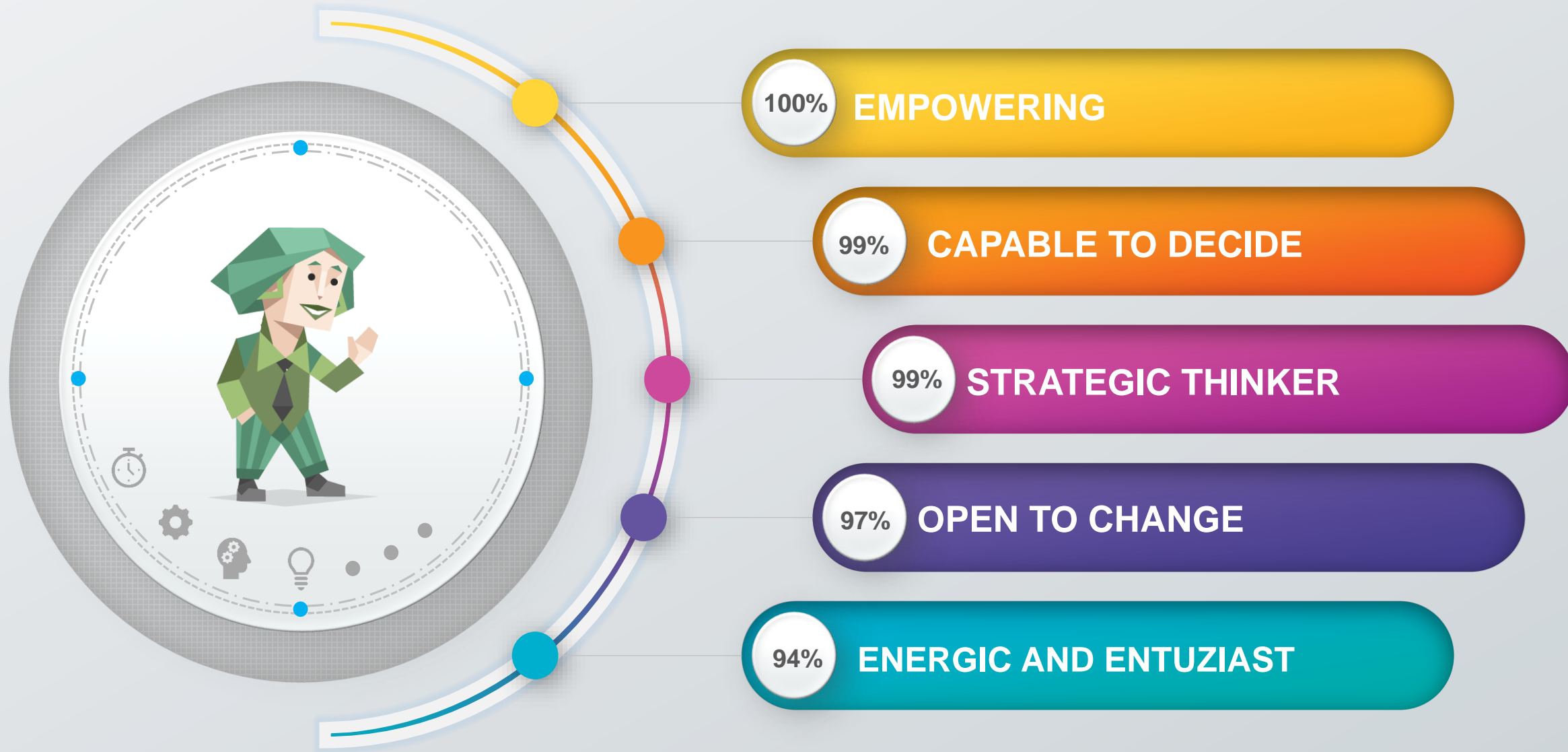
CHALLENGES



Romanian Leaders Profile 2017 | ©MKOR Consulting

Q: Which are the greatest challenges you are facing in managing your organisation? | N = 278

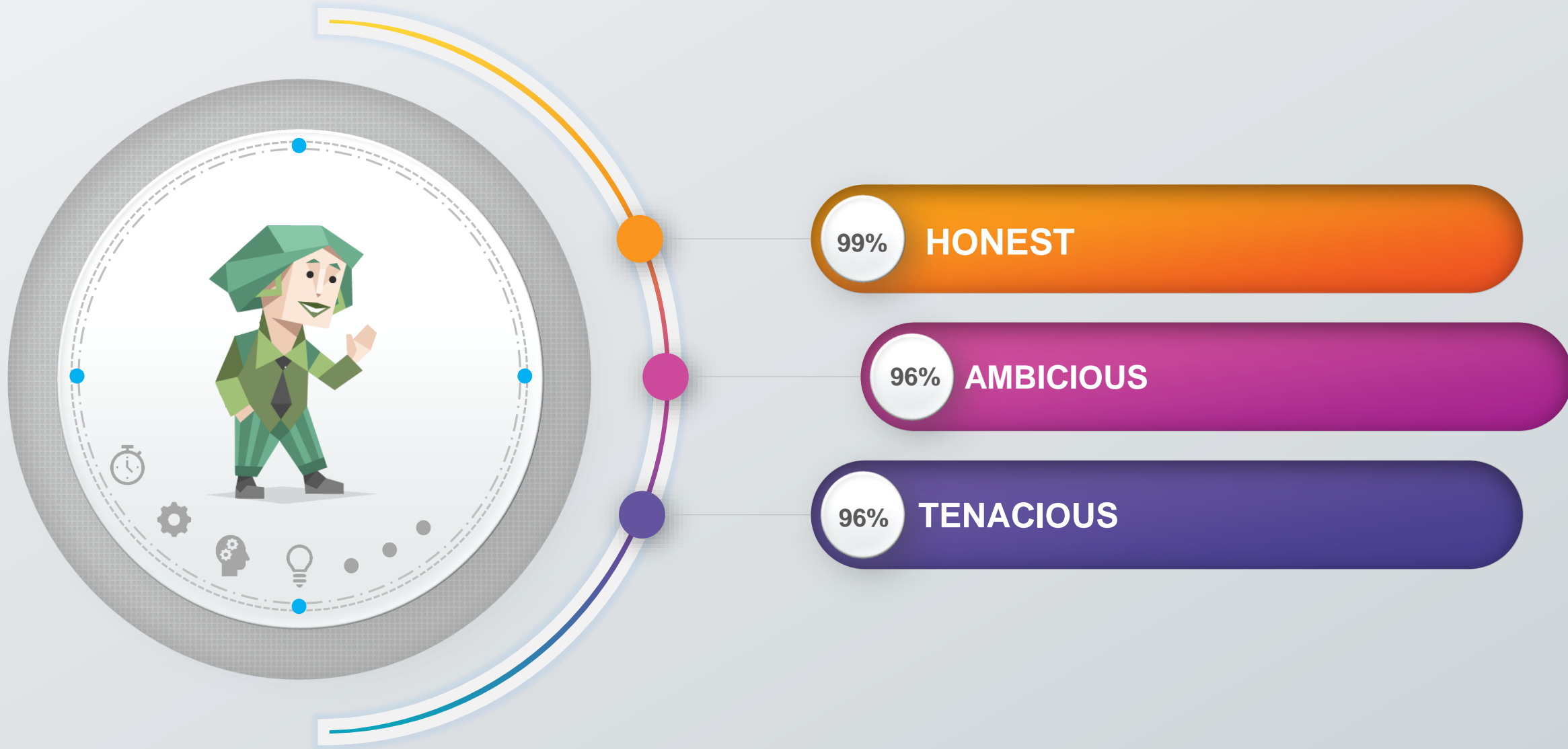
I D E A L L E A D E R : Q U A L I T I E S



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Q: Which are the most important qualities of a leader? | N = 278

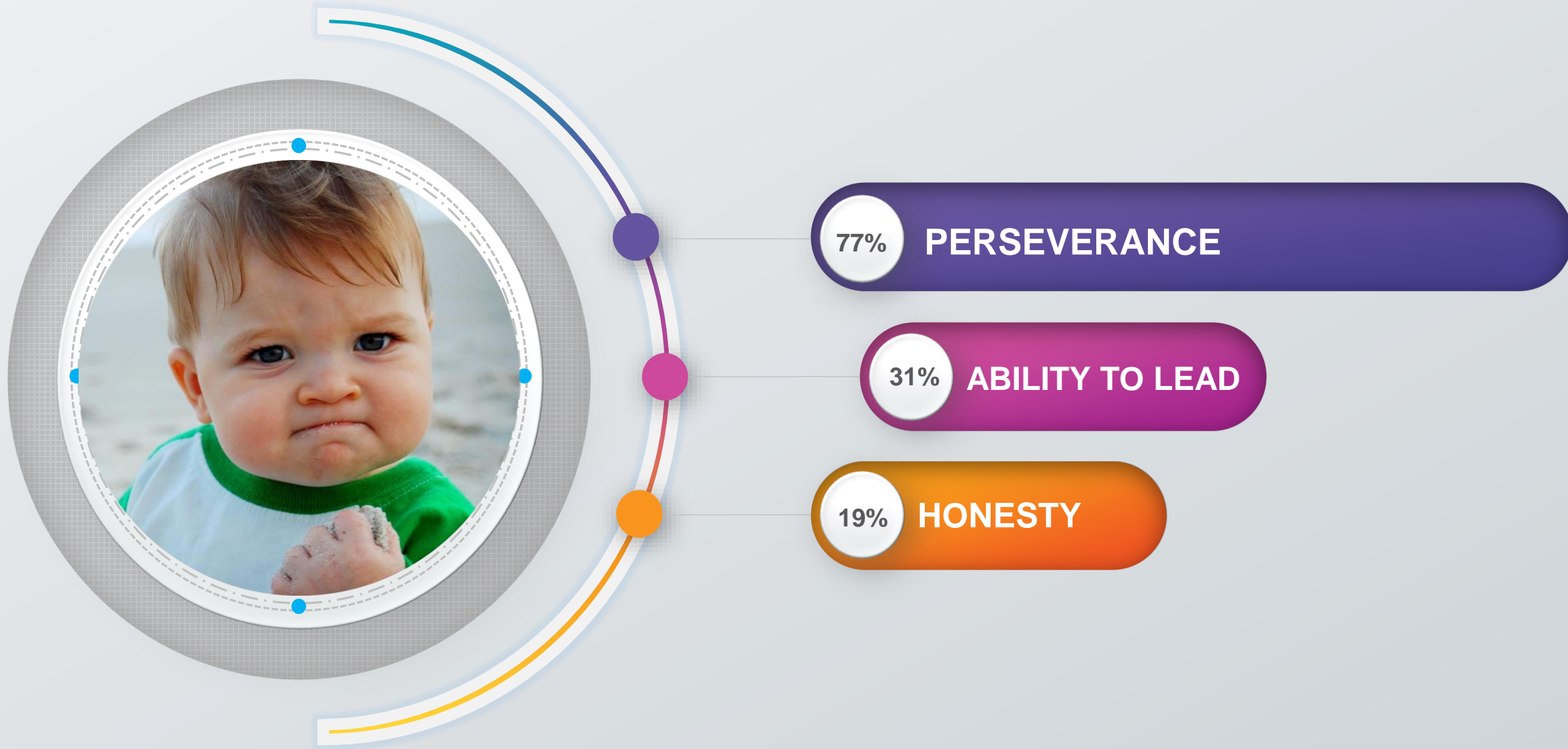
W O M E N L E A D E R S A R E . . .



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Q: Which of the following affirmations best suit you? | N = 278

Q U A L I T I E S F O R S U C C E S



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Q: Which do you think are the most important qualities for achieving success? | N = 278

V A L U E S

98%

93%



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Q: How important are the following values to you? | N = 278

I D E A L L E A D E R S : H A B I T S

81%

30%



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Q: Referring to your own habits, which of the following affirmations best suit you? | N = 278

C O N T I N U O U S I M P R O V E M E N T



92%

**READING ON PROFFESIONAL
DEVELOPMENT**

89%

**READING ON PERSONAL
DEVELOPMENT**

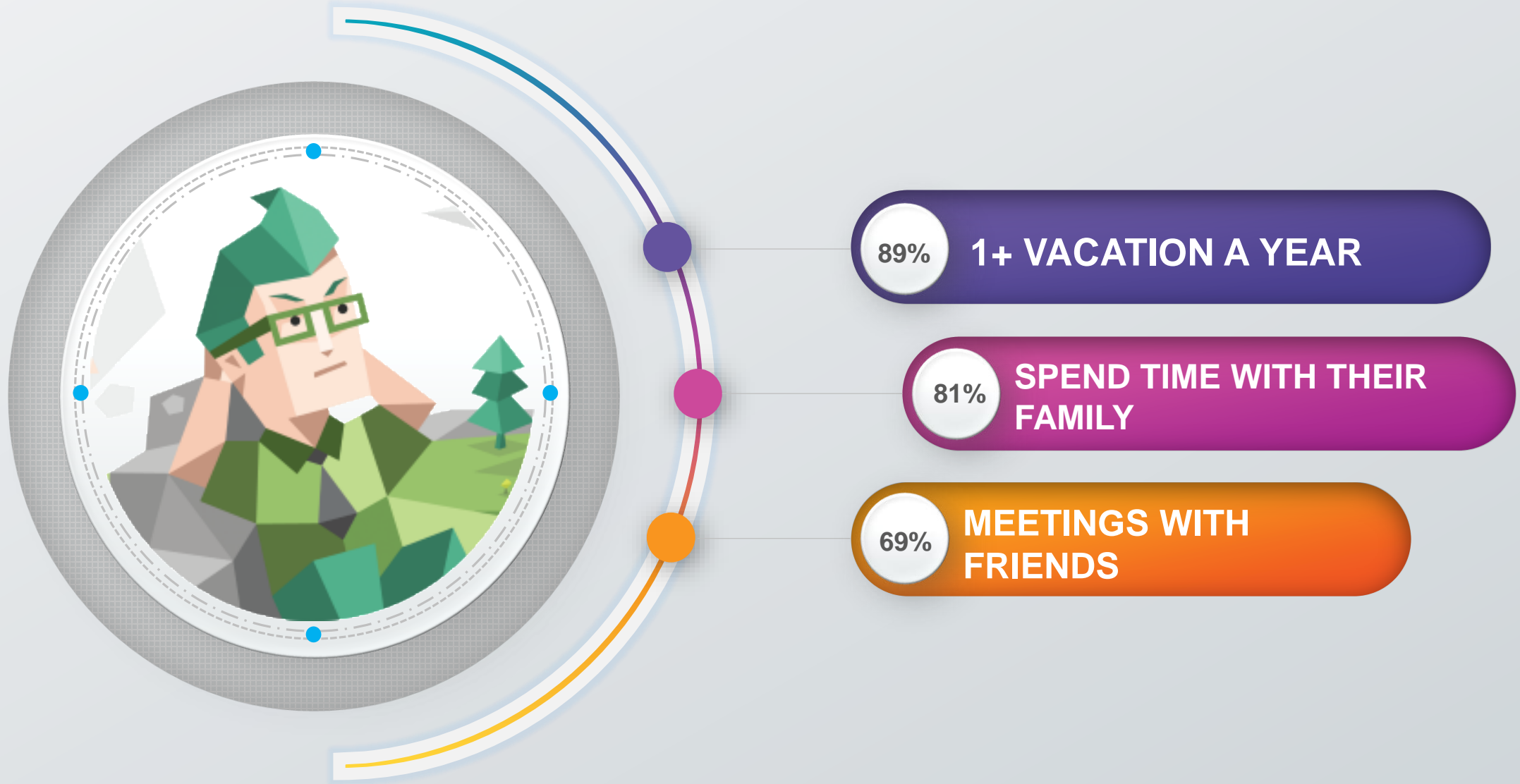
80%

**ANNUAL TRAINING
PROGRAMS**

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Q: Referring to your own habits, which of the following affirmations best suit you? | N = 278

HEALTHY LIFESTYLE



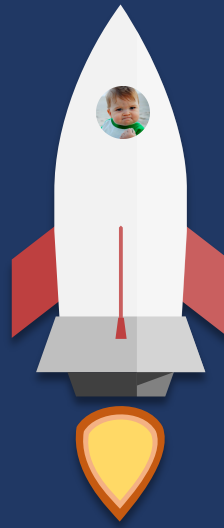
Romanian Leaders Profile 2017 | ©MKOR Consulting

Q: Referring to your own habits, which of the following affirmations best suit you? | N = 278



GRIT

ANGELA DUCKWORTH



TALENT X EFFORT = ABILITIES
ABILITIES X EFFORT = SUCCESS

GRIT

PASSION & PERSEVERANCE



G R I T S C A L E

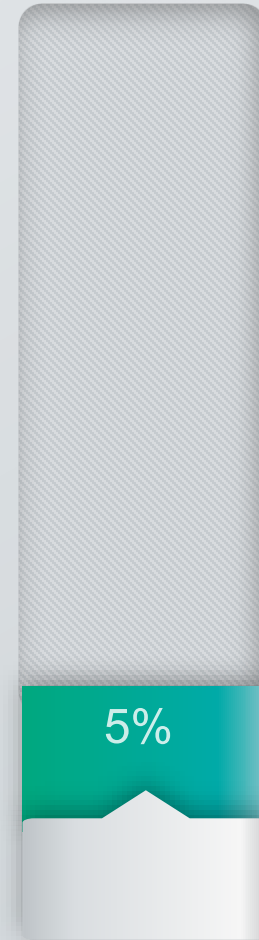
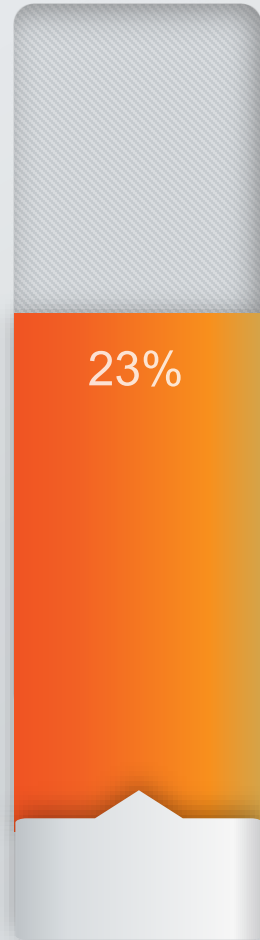
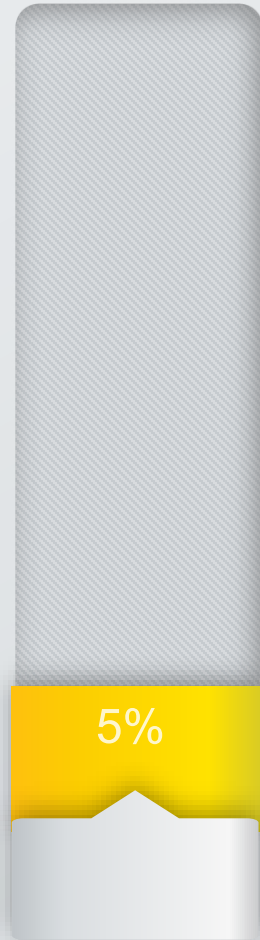
2.1 – 3.0

3.1 – 3.5

3.6 – 4.0

4.1 – 4.5

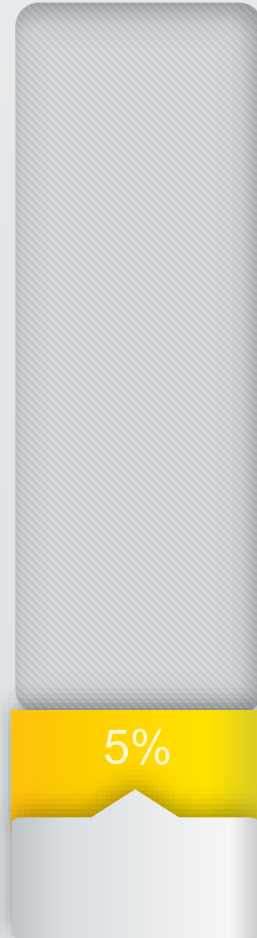
4.6 – 5.0



TALENT OR PERSEVERANCE ?



MOSTLY
TALENT



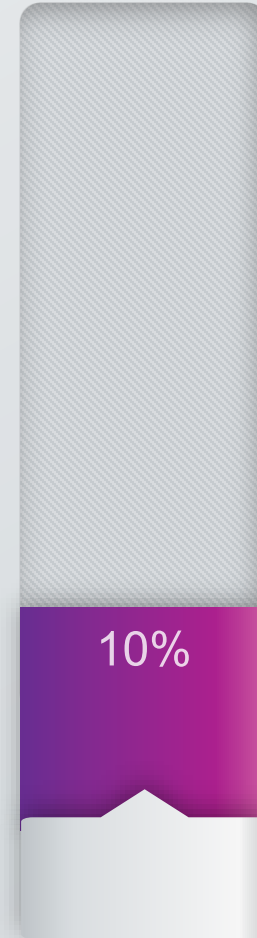
5%

TALENT



40%

BOTH,
EQUALLY



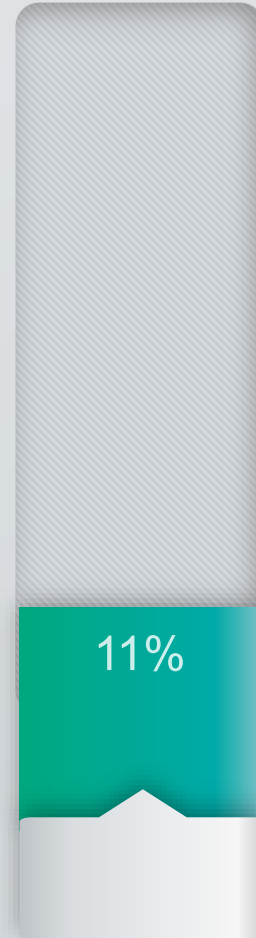
10%

PERSEVERAN
CE



34%

MOSTLY
PERSEVERAN
CE



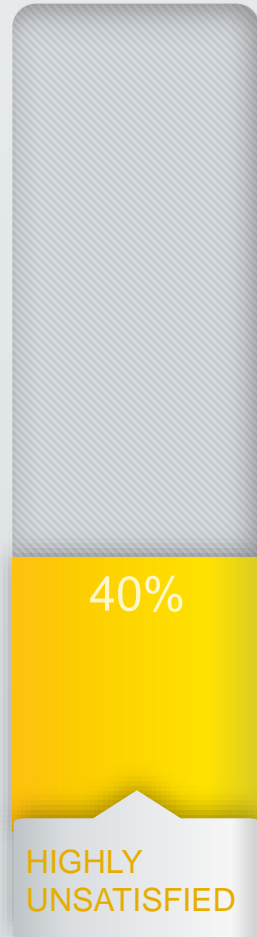
11%



L I F E S A T I S F A C T I O N L E V E L



2.1 – 3.0



3.1 – 3.5



3.6 – 4.0



4.1 – 4.5



4.6 – 5.0



P E R S E V E R A N C E

LEADS TO SUCCESS AND HAPPINESS



MY GIFT

[MKOR.RO/BWFR](https://mkor.ro/BWFR)