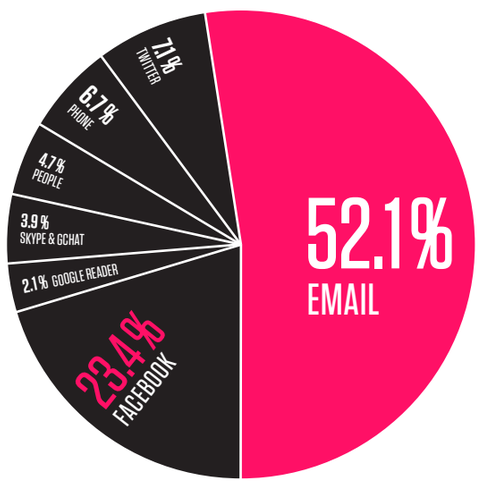
IDEA EXECUTION AUDIT 2011

Infographics created from a survey sampling the creative execution habits of the 99% community.

Powered by: BlackBerry

What's your biggest distraction at work?



Where does most of your communication take place?

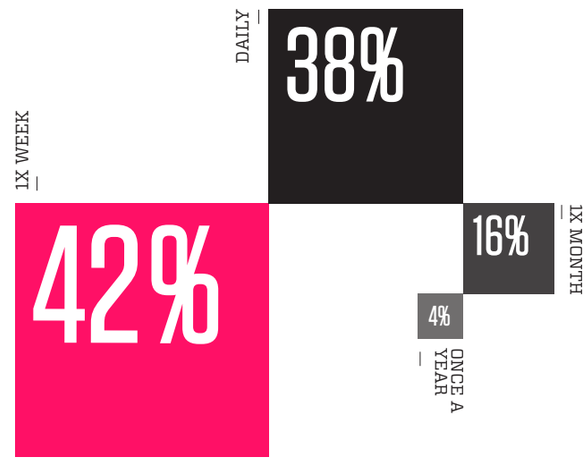
- 59% EMAIL
- 22% FACE TO FACE
- 9% PHONE
- 6% PROJECT MANAGEMENT TOOL / INTRANET
- 3% INSTANT MESSAGING
- 1% VIDEO CHAT

How organized are you?

ORGANIZED, BUT NOT ANAL 59%

- INTERMITTENTLY ORGANIZED 30%
- HYPER-ORGANIZED 2%
- COMPLETELY DISORGANIZED 9%

How often do you tidy your desk?

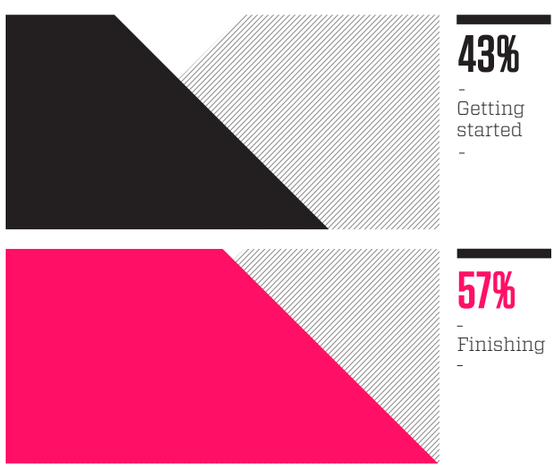


How do you keep track of your daily tasks?

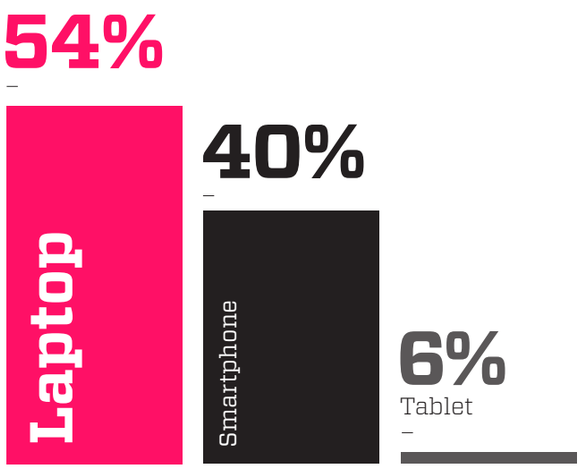
DIGITAL TOOLS & HAND-WRITTEN LIST 67%

- Written List 18%
- Mobile Or Web App 12%
- In Email, Brain, Excel, Calendar, Etc 3%

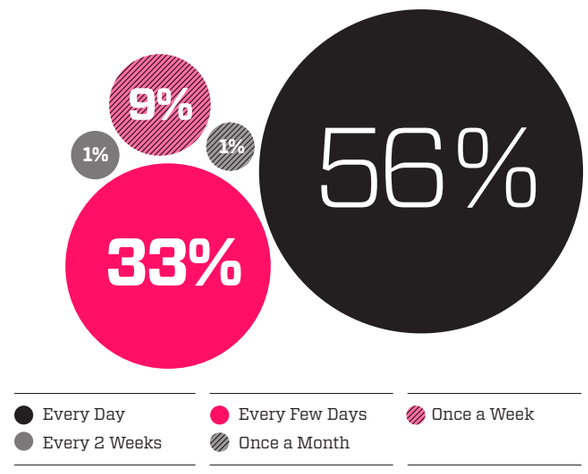
What's the hardest part of making ideas happen?



What's your primary device when you're on the go?



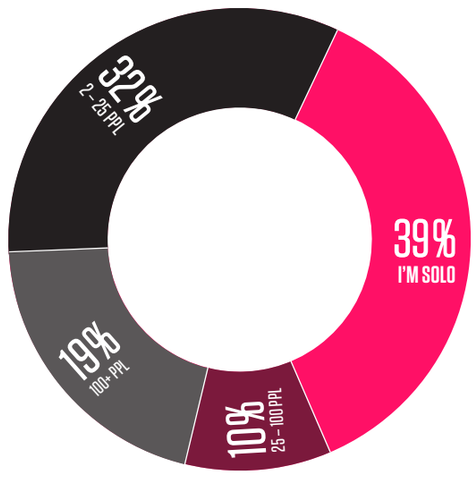
How often do you update your task list?



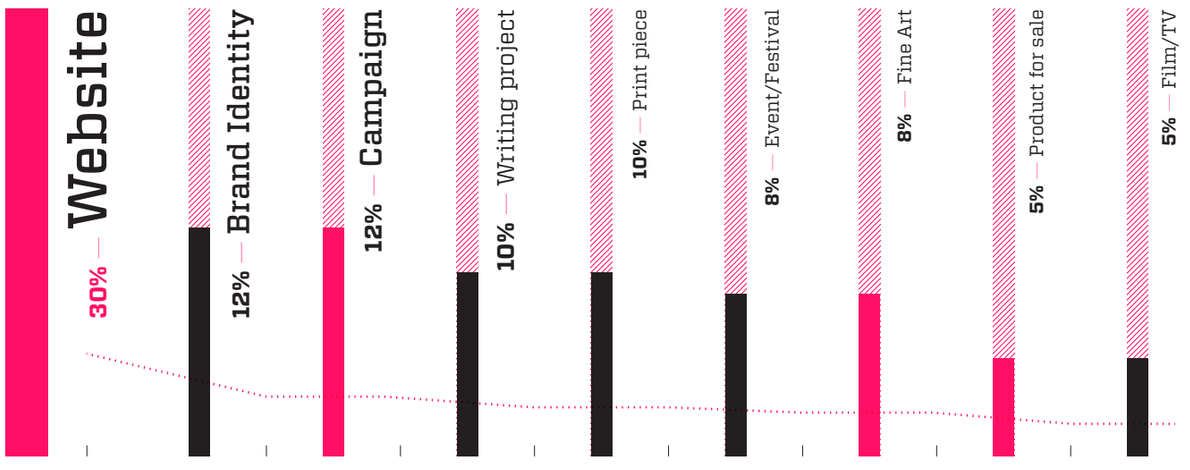
Where do you do most of your work?

- COMPANY OFFICE 49%
- HOME OFFICE 38%
- CO-WORKING SPACE 10%
- COFFEE SHOPS 3%

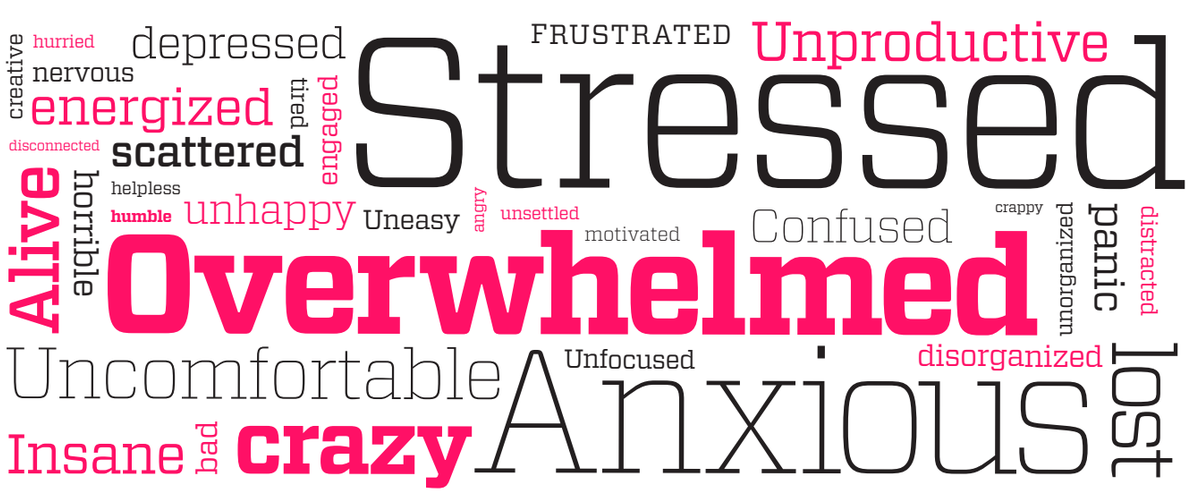
What size business do you work in?



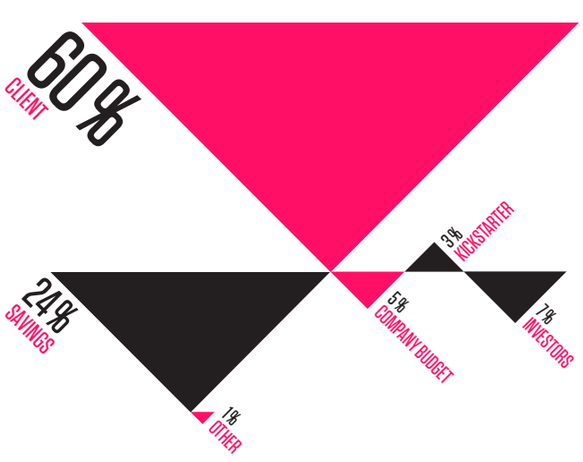
What type of project did you complete most recently?



How does chaos make you feel?



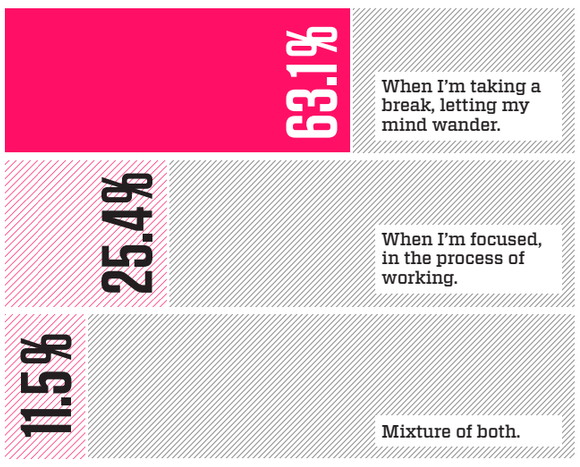
How did you fund your latest project?



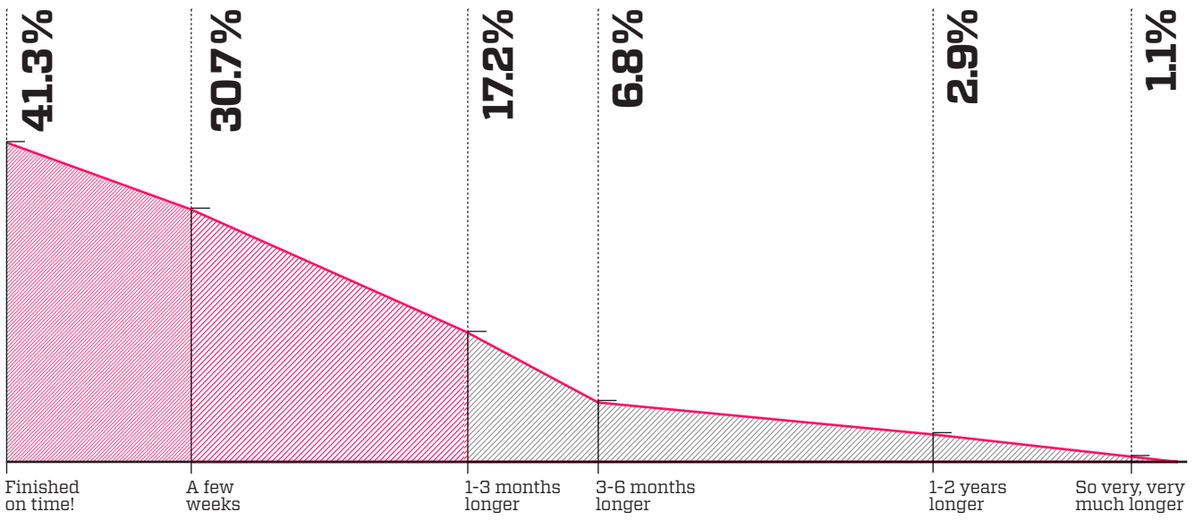
How many times did you rework your original idea?

- 5+ TIMES 53%
- 1 TIME 25%
- TOO MANY TO COUNT 9%
- 10+ TIMES 7%
- I DIDN'T REWORK IT 6%

When do your best insights happen?



How do you recharge away from your desk?

- Taking a stroll 32.4%
- 20.3% HAVING A NICE MEAL
- 14.3% EXERCISING
- 11.9% NAPPING
- 9.9% MEDITATING/DOING YOGA
- 4.2% READING
- 3.6% SOCIALIZING
- 3.4% PLAYING

How much longer did the project take than you expected?