

Magpie or Ostrich?

How the attitudes and behaviours of SME leaders could be impacting their productivity.



Magpie

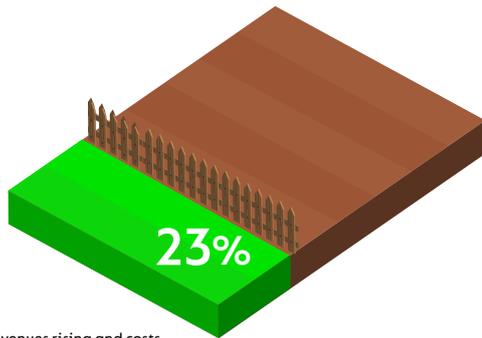
Magpies are curious. They adapt and adopt different ways of doing things. They are quick to pick up proven innovations from others and apply them successfully.



Ostrich

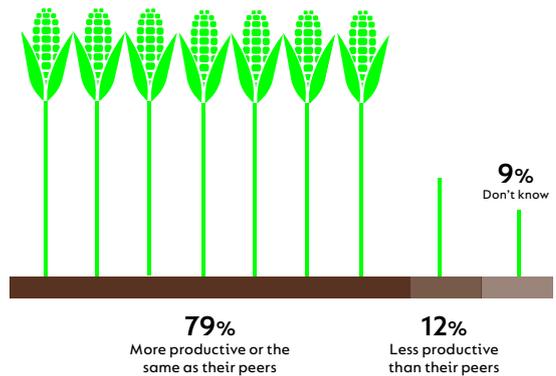
Ostriches tend to stick with what they know. They bury their heads in the sand instead of looking for ways to improve, and find it difficult to take on advice from others.

With only 23 per cent of firms saying that they sit on the right side of the cost revenue fence...



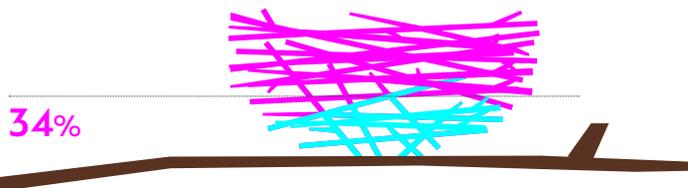
Revenues rising and costs flat or falling or, revenues flat and cost falling

...it is surprising that 79 per cent of firms believe they are just as, or more productive than their peers...



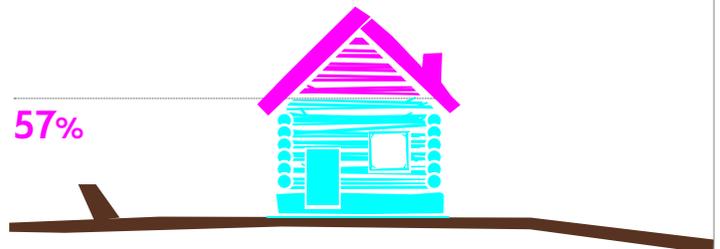
How much time building nests?

...and equally surprising that just 34 per cent of key business decision makers spend more than 6 per cent of their personal working time on improving the productivity of their business...



Nest building skills?

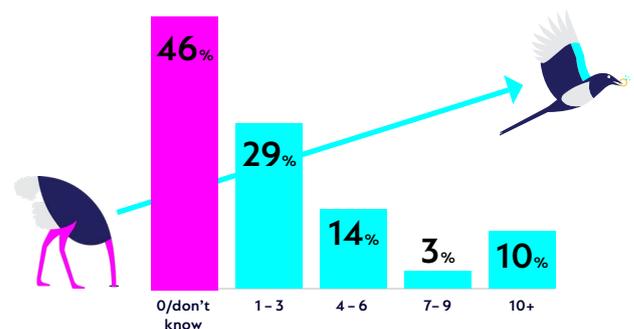
...and that only 57 per cent of business decision makers have evaluated their core business practices in the last year...



Lack of time and knowing where to seek out best practice are the biggest barriers to adopting ready made solutions from other businesses...

	Percentage of firms
Lack of time	25%
A lack of best practice that are relevant to my business challenges	15%
Not knowing what "best practice" methods look like for my business	12%
A negative perception of networking	10%
Not knowing where to go or who to talk to	10%
Not knowing the right questions to ask	8%
Not knowing the benefits that best practice might bring to my business	6%

...this means only just over half of business decision makers have sought out any form of best practice they can implement in their business to drive higher productivity!



*Source YouGov poll with 1000 business leaders March 2018.

In November 2017, the CBI released a report, From Ostrich to Magpie, which illustrated that in order to increase productivity, more UK firms needed to become magpies.