

Strategic Assessment



Organization: _____

Name: _____ **Date:** _____

		Most True	Rating Scale			Least True
1	I can articulate the Core Values of the organization and align with them	5	4	3	2	1
2	I know the Purpose of my Organization and stand behind it	5	4	3	2	1
3	I completely understand and can clearly articulate our Mission	5	4	3	2	1
4	What we are passionate about is the same for the entire executive team	5	4	3	2	1
5	The team meets offsite every few months for strategic thinking and renewal	5	4	3	2	1
6	I am aware of our 'economic engine'	5	4	3	2	1
7	All employees know our BHAG and believe the company is aligned to support this vision	5	4	3	2	1
8	All employees are engaged in collecting customer data	5	4	3	2	1
9	Five priorities are identified and ranked for the quarter	5	4	3	2	1
10	Everyone is aligned with the #1 thing that needs to be accomplished this quarter	5	4	3	2	1
11	Information moves through the organization quickly and accurately	5	4	3	2	1
12	A critical number has been identified for the #1 priority	5	4	3	2	1
13	Brand Promise and market (sandbox) are clearly defined	5	4	3	2	1
14	KPI's are identified for the organization	5	4	3	2	1
15	Weekly individual/team metrics are clearly displayed and reviewed	5	4	3	2	1
16	KPI's and Critical Numbers are posted bigger than life with goals shown graphically to help visualize trends	5	4	3	2	1
17	Customer Feedback data is as frequent and accurate as financial data.	5	4	3	2	1
18	The organization is aligned around 5 key strategies (Thrusts/Capabilities) for growth	5	4	3	2	1
19	There is a systematic process for addressing issues and opportunities	5	4	3	2	1
20	Every facet of the organization has a person assigned with accountability for ensuring goals are met	5	4	3	2	1
21	Core ideologies, priorities, and market maps posted	5	4	3	2	1
22	Team members fully understand each other's differences, priorities, and styles	5	4	3	2	1
23	I know who our top 3 customers are and their growth plan	5	4	3	2	1
24	All senior leaders communicate with at least one key customer on a weekly basis	5	4	3	2	1
25	A scoreboard for the Critical Number is posted, All employees know what the Celebration/Reward will be	5	4	3	2	1
26	All employees are in some kind of a daily and weekly huddle	5	4	3	2	1
27	A Quarterly Theme is established that brings the key priority/Critical Number alive	5	4	3	2	1