

# **Taking Charge of Your Business Future**

## **A Comprehensive Business Diagnostic Tool For Rapid Growth and Performance**

Name:

Company:

Date:

## Critical Success Factors Inventory

Rank order which areas need the most improvement or change for your company/ organization to get to the next level of growth and performance. (“1” being most important)

- Company vision, goals and success strategies
- Leadership mindset, skills and capabilities development
- Values-driven organization & culture
- Systems and processes for increased control
- People and human resource capabilities and practices (eg., hiring, policies, rewards/incentives, talent development, training)
- Sales/marketing development and management

## Leadership Thinking and Capabilities

Every executive within your company has the role of decision maker, leader, planner and coach/mentor. Often the self development of an executive comes second to everything else. **Which 4 areas below (in order of importance) must you or your leadership team improve to accelerate executive development and performance?**

- Leadership mindset and thinking
- Visioning, goal setting and planning skills
- Decision making strategies and criteria
- Coaching and mentoring skills
- Team building and cohesiveness
- Outcome-based delegation and accountability
- Employee development and motivation
- Interpersonal relationships and communications
- Emotional mastery and intelligence
- Ability to lead, inspire and influence others
- Personal productivity and organization

## Management and Leadership Practices

Rate the following as to which areas need greatest improvement for your company or organization to achieve its goals in the coming year.

4 = very important

3 = important

2 = somewhat important

1 = not important or not applicable

0 = don't know

	Level of Needed Improvement				
	0	1	2	3	4
1. Clear long-term goals, plans & #'s (at least annual with quarterly review)	0	1	2	3	4
2. Strong accountability process - with clear expectations, tracking and "ownership"	0	1	2	3	4
3. Create a work environment that motivates employees to perform at their best.	0	1	2	3	4
4. Develop better hiring practices based on intelligence, heart and cultural fit.	0	1	2	3	4
5. Utilize a better way for identifying most critical issues facing the business	0	1	2	3	4
6. Leadership ability to handle complexity, uncertainty and change.	0	1	2	3	4
7. Creative problem solving, strategic thinking and innovation	0	1	2	3	4
8. Have a clear set of performance metrics and indicators to drive company focus	0	1	2	3	4
9. Build an organization that lives and breathes company values on a daily basis	0	1	2	3	4
10. Align employee responsibilities with company goals and vision	0	1	2	3	4

## Sales and Marketing Development

Rate the following as to which areas need greatest improvement for your company or organization to achieve its goals in the coming year.

4 = very important

3 = important

2 = somewhat important

1 = not important or not applicable

0 = don't know

	<b>Level of Needed Improvement</b>				
	0	1	2	3	4
1. Create a one year sales and marketing plan.	0	1	2	3	4
2. Create targets and goals for sales people.	0	1	2	3	4
3. Strengthen your competitive advantage and position within the marketplace.	0	1	2	3	4
4. Attract more profitable, repeat customers.	0	1	2	3	4
5. Upgrade performance of sales employees.	0	1	2	3	4
6. Develop stronger sales management.	0	1	2	3	4
7. Identify new growth strategies – including new markets and product/service offerings.	0	1	2	3	4
8. Improve customer service standards and performance.	0	1	2	3	4
9. Develop a strategic market analysis system.	0	1	2	3	4
10. Create a sales management process and manage it.	0	1	2	3	4

## People Development and Accountability

Rate the following as to which areas need greatest improvement for your company or organization to achieve its goals in the coming year.

4 = very important

3 = important

2 = somewhat important

1 = not important or not applicable

0 = don't know

	Level of Needed Improvement				
	0	1	2	3	4
1. Develop a strong results-oriented culture from top to the bottom within your organization.	0	1	2	3	4
2. Create a climate of high employee responsibility and accountability.	0	1	2	3	4
3. Develop a performance management process linked to company goals and strategies.	0	1	2	3	4
4. Improve relations between managers and their employees.	0	1	2	3	4
5. Resolve conflict in a healthy, positive manner.	0	1	2	3	4
6. Eliminate employee resistance and increase commitment to internal changes.	0	1	2	3	4
7. Increase employee engagement and morale.	0	1	2	3	4
8. Expand the value of employees through career planning and development.	0	1	2	3	4
9. Provide recognition and reward programs that motivate high performance.	0	1	2	3	4
10. Put employees into the "big picture" to create excitement about what the company is doing.	0	1	2	3	4

## Personal Priorities

Rate the following as to which areas need greatest improvement for your company or organization to achieve its goals in the coming year.

4 = very important

3 = important

2 = somewhat important

1 = not important or not applicable

0 = don't know

	<b>Level of Needed Improvement</b>				
	0	1	2	3	4
1. Maintain better work/life balance.	0	1	2	3	4
2. Develop myself as a stronger, more effective leader.	0	1	2	3	4
3. Reconnect with my passion and purpose -- both inside and outside of work.	0	1	2	3	4
4. Make time to contribute to causes of personal interest to me.	0	1	2	3	4
5. Gain better control over my daily demands without getting fried by overwork or stress.	0	1	2	3	4
6. Gain more fulfillment, satisfaction and personal success in my work	0	1	2	3	4
7. Have a clearer focus and direction about where the business is headed over the next 2-3 years.	0	1	2	3	4
8. Have more fun in my life.	0	1	2	3	4
9. Develop goals in all areas of my life and plans for achieving them.	0	1	2	3	4
10. Learn how to accomplish more in less time.	0	1	2	3	4