

# Take Aim! for Business Assessment



## Leadership Team

- |  |     |    |
|--|-----|----|
| <i>Do you have A players in key leadership roles?</i>  | Yes | No |
| <i>Have the leaders built trust with one another and their teams?</i>  | Yes | No |
| <i>Do your key leaders engage in regular development for themselves?</i>                                       | Yes | No |
| <i>Are leaders able to engage in conflict and passionate discussion on key issues?</i>                         | Yes | No |
| <i>Do leaders come together in support of decisions and act as a team in communication and implementation?</i> | Yes | No |

## Culture and Engagement

- |  |     |    |
|--|-----|----|
| <i>Is your employee retention better than industry standard?</i>   | Yes | No |
| <i>Are your employees engaged, aligned to the culture and committed to the success of the company?</i>         | Yes | No |
| <i>Do you measure employee satisfaction and engagement, and are scores improving?</i>                          | Yes | No |
| <i>Is the overall team stronger than a year ago?</i>   | Yes | No |
| <i>Do you hold regular non-work events (picnics, celebrations, team-building) and are these well attended?</i> | Yes | No |

## People Systems

- |  |     |    |
|--|-----|----|
| <i>Are you able to consistently recruit new team members to support growth or turnover?</i>          | Yes | No |
| <i>Does your selection process consistently identify qualified, right-fit team members?</i>          | Yes | No |
| <i>Do you have effective orientation and training programs for entry level positions?</i>            | Yes | No |
| <i>Do you provide management training for all promoted into supervisory or leadership roles?</i>     | Yes | No |
| <i>Are there effective performance management systems in place that measure and reward outcomes?</i> | Yes | No |

## Mission & Values

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|---|-----|----|
| <i>Do you have an inspirational mission statement that clearly articulates why your company exists?</i> | Yes | No |
| <i>Do most team members at all levels know it?</i>  | Yes | No |
| <i>Do you have clearly articulated values for how team members behave?</i>                              | Yes | No |
| <i>Do most team members at all levels know what these are?</i>  | Yes | No |
| <i>Are actions out of line with values addressed strongly?</i>  | Yes | No |

## Vision & Goals

- |   |     |    |
|---|-----|----|
| <i>Do you have a clear, measurable goal for your company?</i>                                       | Yes | No |
| <i>Are leaders and team members clear in their role in attaining the goals?</i>                     | Yes | No |
| <i>Does every member of your team have a clear picture of where you're headed?</i>                  | Yes | No |
| <i>Is there a regular planning process to achieve results in line with the goal?</i>                | Yes | No |
| <i>Do you regularly communicate on what kind of company you want to be relative to competitors?</i> | Yes | No |

## Strategy (Getting & Keeping Customers)

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|---|-----|----|
| <i>Is your sales process consistently able to bring in business at or above industry growth rate?</i> | Yes | No |
| <i>Do you have a measurable way to track customer satisfaction? Is it improving?</i>                  | Yes | No |
| <i>Are you able to attain and retain customers with increasing margins?</i>                           | Yes | No |
| <i>Do you consistently deliver product/service at a level that meets/exceeds client expectations?</i> | Yes | No |
| <i>Do you have the capacity to continue growth at the current pace?</i>                               | Yes | No |

## New & Improved

- |  |     |    |
|--|-----|----|
| <i>Are key measures of quality and productivity improving?</i>   | Yes | No |
| <i>Is there a systematic way your company explores improvements in productivity and quality?</i>           | Yes | No |
| <i>Do you have a process for identifying and testing product enhancements or new products or services?</i> | Yes | No |
| <i>Are there processes and systems to monitor and control costs?</i>                                       | Yes | No |
| <i>Do you regularly review market and pricing and make adjustments?</i>                                    | Yes | No |

## Excellence

- |   |     |    |
|---|-----|----|
| <i>Do you have an ongoing customer feedback loop and loyalty strategy?</i>    | Yes | No |
| <i>Are you offering a 'best in class' product or service to your clients?</i> | Yes | No |
| <i>Compared to your competitors, are you easier to do business with?</i>      | Yes | No |
| <i>Have you leveraged technology to create a competitive advantage?</i>       | Yes | No |

People

Vision

Strategy

Excellence