

Do You Really Know Your Business's Strengths and Weaknesses ... or Do You Only Think You Do?

Most Owners Are Too Close to Really Know. Maybe it's Time for an Outside Look.

The challenge for business owners and staff is that while they are experts in their industry, too often there is limited experience and objectivity about how the business is performing, and what needs to be done, and how, in order to move the business to then next level. The leadership team is making plans, but they are not based on a deep understanding of the company's mission, condition of its culture or how people integrate as the foundation for business performance. We help resolve this lack of clarity and objectively re-focus the leadership team on the true strengths, weaknesses and roadblocks affecting performance through a set of carefully conducted strategic assessments, starting with an assessment of the 27 key challenges that effect companies related to leadership, communication, culture and process. A strategic assessment provides the insights and knowledge to help owners and leaders transition from working on the business to mastering the business.



The Common Challenge Owners Don't Know They Face

The challenge for business owners and staff is that while they are experts in their industry, too often there is limited experience and objectivity about how the business is performing, and what needs to be done, and how, in order to move the business to then next level. As often is the case, the leadership team is making plans, but they are not based on a deep understanding of the company's mission, the attributes of its culture or how people integrate as the foundation for business performance.

This lack of clarity works against effective strategic planning and execution. This also leads to confusion or uncertainty among employees as to exactly what the company does, what it delivers, to whom and why.

Like a SWOT Analysis Only Better

What's needed is a strategic assessment of the business to articulate that deep understanding of the company's mission, attributes of its culture and how people integrate into the foundation of the business. We start by assessing the 27 key challenges that effect growth in companies related to leadership, communication, culture, and processes.

Additional diagnostic tools further help identify, elucidate and prioritize the business conditions that need to be addressed as part of effective strategic planning. A central focus of this process is re-orienting strategic planning to integrate:

- Culture - how people are treated, respected, motivated and included.
- Leadership - how expectations are set, communicated and fairly applied and fairly enforced.
- Profit - how profits are planned for, how metrics are monitored and how information is shared.

Creating Buy-in and Self-Directed Responsibility

There are many outcomes in this process. A central focus is helping a company find out, and understand, what employees think about different aspects of the company, and then to share those results so employees can see changes occurring based on their input. This is the start of holding leadership and staff accountable for agreed to goals and objectives for the company. Employees become more open to giving their opinions, they become better observers of what the company is doing well and what it struggles with and they gain a better

understanding of what it really takes to run a successful company. This creates buy-in and self-directed responsibility for shared success. Everyone hears firsthand what the issues are, based on an objective system of gathering data.

The benefit is gaining an objective understanding of the challenges the company really faces in order to successfully solve its current issues and what's needed to be able to move to the next level of success. We help provide a CEO and the management team with a language of growth that can uncover the root cause of these issues and put a company on a path for sustained performance.

Take the Self-Assessment

Below is a list of the 27 key challenges that effect companies, phrased as assessment questions. These are the challenges owners, management teams – and companies in general – face related to leadership, communication, culture, process and profit.

Read through this list of challenges and circle your TOP FIVE as you experience them today.

1. Profits are inadequate to grow the company
2. Need for an improved business/profit design
3. Customers are migrating away from your product/services
4. Continual cash flow challenges
5. Limited capital to grow
6. Employee turnover
7. Hiring quality staff
8. Staff morale and voltage challenges
9. Need for a flexible planning model
10. Need to have better staff buy-in
11. Project management & resource coordination
12. Leadership/staff communication gap
13. New staff orientation
14. Staff training
15. Unclear values throughout the organization

16. Dealing with the cost of lost expertise or knowledge when employees leave
17. Chaotic periods destabilize the company
18. Organization needs to understand how the company will grow in the future
19. Organization needs to understand the impact that staff satisfaction has on the company's profitability
20. Company culture is generally resistant to change
21. The marketplace and customers change too quickly
22. Difficulty forecasting problems before they surface
23. Difficulty diagnosing the real obstacles to growth
24. Too slow getting new products/services to market
25. Not able to quickly get systems and procedures in place as the company is growing
26. Weak product/service development & differentiation in the market
27. Challenge expanding sales

From the challenges you circled above, list them in order of priority: (you can use the #)

1. _____
2. _____
3. _____
4. _____
5. _____

Do you think your management team would line up behind your top 5 challenges?

We help business owners expose and educate their management teams to the challenges behind their current stage of growth and align their entire company behind their top strategic initiatives that will help them stay ahead of their growth curve.