

Strategic Growth Analysis Self Evaluation
Growth Strategy Partners LLC



This Strategic Growth Analysis Self Evaluation Summary is a shortened self evaluation version of our full quantitative and qualitative growth diagnostic where we identify how aligned the leadership is to the research proven 7 Keys to Growth.

Score yourself in each area by writing the level number that best matches your practices in the Score box then adding up your total score.

GROWTH PRACTICE	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5	SCORE
Effective Strategy	No strategic objectives or resemblance of goals. No formal budgeting	CEO driven objectives, mostly undocumented, with little input from team. Some financial metrics summarized. Informal yearly review process. Budgeting exists.	Strategic objectives defined, semi-effective annual review process, Objectives partially linked to rewards. Team involved in planning. Summary metrics reviewed.	Strategic objectives set by team with bi-annual review and adjustment process. Objectives linked to incentives of top layer. Key metrics published.	Strategic objectives set and reviewed/adjusted quarterly. Over 80% of objectives completed yearly. Incentives linked to objectives 2 layers down. KPIs in dashboard format.	
Advanced Customer Management	Target customers and value proposition not clearly defined. Selling everything to everyone.	Target customers defined. Weak value proposition. Customer rationalization not clearly defined. No specific customer channels. Customer profitability not well defined.	Some custom solutions to targeted customers. Customer segments managed. Some rationalization. Some customer feedback mechanisms. Top customer and product profitability.	Targeting and managing customer segments with custom solutions. Customer and product profitability managed well. Some direct customer feedback. Unique customer channels defined.	Custom solutions developed for targeted customers. Value proposition defined and known by customers. Customer profitability managed very well. Great customer feedback processes. Very discrete customer channels.	
Robust Processes	Core processes not defined. Have not improved any processes in over 1 year.	Core processes understood yet not defined or measured. Some process mapping. Improved a process or two in last year (focused effort).	Core processes defined, documented (flowcharted) and measured. Some continuous improvement efforts. Processes are semi-effective or efficient.	Core processes defined, documented, measured. Tools such as kaizen, six sigma or reengineering have been specifically applied. Continuous improvement efforts defined	Core processes very effective and efficient. Good measurements. Process improvement tools instituted (six sigma, etc). Technology applied to core processes. Core processes reviewed yearly for robustness.	
Differentiated Products and Services	Products or services not differentiated. Value proposition not effectively defined.	Product & service value proposition understood yet not clearly communicated. Profitability known yet not managed effectively. Weak product development process.	Products & Services differentiated with unique value proposition. Profitability managed. Some rationalization exists. Product development process exists.	Clear product/service differentiation and value proposition. Profitability managed well. Robust product development process. Pipeline of new product ideas exists	Superior products & services. Strong product development process. Maximization of product & service profitability. Technology leveraged. Steady stream of new products being introduced.	
Strong Core Values	Core values not defined. Little interest from leadership	Core values are communicated but not consistently. Not defined or documented.	Core values documented defined, and communicated by leadership. Partial communication by employees. Partially "living" values.	Core values defined, documented and communicated by employees. "Living" some of the values.	Majority of employees can recite values and believe company is living them. Strong self-eject mechanism.	
Right People in the Right Seats	Roles and responsibilities undefined. No organizational structure. No performance reviews. High turnover. Difficulty finding talent to fill openings	Organizational design driven by existing talent availability. Ad hoc talent selection. Poorly defined roles and responsibilities. Ad hoc performance reviews. Difficulty competing for key talent	Organizational design influenced by strategy. Formal talent selection. Job descriptions. Formal performance reviews measured against specific goals. Competes for key talent	Organizational design and talent aligned with strategy. Formal performance management system. Ad hoc leadership development programs. Employer of choice for key positions	Continuous process for identifying, recruiting and developing high performance leaders. Active robust succession planning. Talent bank. Employer of choice for all positions	
Ability to Execute	With no plans and no priorities, daily requirements are not always achieved. No performance standards. No performance incentives.	Focus on a long list of daily to dos. Few incentives. None linked to performance. No tracking or discipline.	Focus on a many initiatives, most with objectives and milestones but resources are not allocated. Incentives not linked to performance. Limited tracking and discipline	Focus on a few initiatives, with objectives, milestones and resources allocated. Incentives informally influenced by performance. Informal review of process. Developing culture of discipline	Focus on a few initiatives, each with objectives, milestones and allocated resources. Incentives linked to performance, process of review and change, culture of discipline	

Total Score _____

Scoring:

30 to 35 points: Excellent! You understand the fundamentals for successful long term growth.

25-29 points: Above average. You have some of the fundamentals but need improvements to sustain efficient growth

20-24 points: Average: You are just like most companies. You need to kick it into gear to improve your fundamentals to break out of the pack

19 point or less: Below average (and that's being kind). You need to rethink your approach to building your business or sustained growth is unlikely