Business Success is dependent on 5 major Pillars. Please take a few moments to assess yours by rating each of the following statements on a scale from 1-5 (1 is low and 5 is high).

**Employees**

\_\_\_\_\_Your employees know your why.

\_\_\_\_\_Your employees know and understand the customer expectations.

\_\_\_\_\_Your employees are focused internally rather than externally.

\_\_\_\_\_You are experiencing staff attrition.

\_\_\_\_\_Your managers have people skills.

\_\_\_\_\_Your employees are quality focused, efficient, and productive.

**Communications**

\_\_\_\_\_Everyone in the organization understands the company vision and their role in helping to achieve it.

\_\_\_\_\_Staff members are clear on who makes what decisions.

\_\_\_\_\_Changes to policies, processes, pricing, and other company decisions are clearly communicated to customers.

\_\_\_\_\_Front-line employees are empowered to make immediate customer service decisions.

\_\_\_\_\_Front-line employees know the strategy and the goals they need to meet.

\_\_\_\_\_Your communication is meaningful to everyone.

\_\_\_\_\_Everyone understands the company vision and their role to achieve it.

\_\_\_\_\_All of your employees know the products/services you provide.

\_\_\_\_\_Changes are clearly communicated to all levels of the company.

**Customers**

\_\_\_\_\_Your existing customers are satisfied with the quality of service you offer.

\_\_\_\_\_Your existing customers are pleased enough to recommend your company to others.

\_\_\_\_\_Your customers complain about the same issues over and over.

\_\_\_\_\_Your customers are starting to complain about new problems.

\_\_\_\_\_You are experiencing an increased rate of customer erosion.

\_\_\_\_\_You know your customers are satisfied.

\_\_\_\_\_There are touch points and communication links from leadership to customers.

**Process**

\_\_\_\_\_Processes align with inputs /outputs important to your customer.

\_\_\_\_\_There is a defined structure.

\_\_\_\_\_There are clear handoffs.

\_\_\_\_\_Employees are equipped with a roadmap.

\_\_\_\_\_You measure performance consistently.

\_\_\_\_\_You have rigorous, repeatable processes and systems.

\_\_\_\_\_You have identified key processes related to execution in your business.

**Brand**

\_\_\_\_\_Your customers “feel” the value of your brand.

\_\_\_\_\_Your company, products and services are perceived the way you want them to be in the general marketplace.

\_\_\_\_\_Your front-like staff communicate the brand the way you think they should do so.