

Diagnostic Survey (Page 1)

Leadership

	Current Effectiveness			Importance to Improve (1-10)
	High	Med	Low	
Our management team shares a clear definition of what success for our organization means	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Our management team shares a clear vision for what the company should look like in 3-5 years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Our employees understand the future vision of the company and understand their role in achieving it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Our management team spends enough time in strategic planning and decision making	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
We have clearly defined written strategies in place for achieving our potential as a business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
We have aligned our resources and structures to support our strategies for success	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Our employees would say company leadership is strong and communicates effectively	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

People

Our employees are examples of commitment and discipline as demonstrated by their work ethic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Our employees show initiative by doing things on time and in an excellent manner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Our employees are motivated as much by wanting the organization to succeed as they are by receiving a paycheck	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Our employees work together in an atmosphere of mutual respect and concern for the success of each team member	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Our employees have excellent technical skills – better than our competition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Our employees have excellent business and people skills – better than our competition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Our employees are proactive in finding ways to improve the way we attract and service clients	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Performance

Our company is performing at close to its potential for success both financially and in providing excellent client service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
We can effectively measure the financial performance of our company and clearly understand the drivers that affect it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
We can effectively measure non-financial aspects of our business and clearly understand how they impact our success	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
We maximize efficiency because we do things right the first time, every time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Our employees want to be held accountable for their performance and we do a good job of holding them accountable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____



Diagnostic Survey (Page 2)

Marketing/Sales

	Current Effectiveness			Importance to Improve (1-10)
	High	Med	Low	
We have a written marketing plan, follow it and track the effectiveness of our efforts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Our marketing efforts provide an adequate number of qualified leads for us to pursue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
We have a process that is effective in managing the sales cycle and that leads logically and efficiently to a successful close	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
We have a clear marketing message and our employees are consistent and effective in their ability to articulate it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Our image and reputation for quality is evident by the number of referral based leads we generate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Our marketing and sales efforts are consistent and deliver a stable pipeline of new business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Services

We have standardized our client services and our employees deliver them profitably and in an excellent manner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
We follow a process of continuous improvement that consistently delivers greater efficiency and effectiveness in the things we do	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Our processes are documented such that if key people were to leave we would still be able to execute at a high level	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
We follow a 'leave nothing to chance' approach and rarely 'shoot from the hip'	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
We operate as a cohesive, efficient team and communicate effectively internally as well as externally to the client	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Our client engagements are profitable and enhance our reputation for excellence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Goals

We have written strategic goals that are communicated to all appropriate employees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
We have a track record of achieving significant strategic goals – both financial and non-financial	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
We have a track record of achieving improvement goals and can point to specific goals we have accomplished in the past four months	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
We have an effective system for gathering input and obtaining buy-in for the development of our goals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Our employees feel part of the goal-setting process and are committed to their achievement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

If you are not completely satisfied with your survey answers, Ascend Strategies can help. Please contact Bret Romney at 406-459-7148 or bromney@ascendnow.com to find out how.

