

Your company name & e-mail		Date:	
Your company address		Phone no.	

Questions		
<i>Please score from 1 (Poor, not at all) to 7 (Excellent, highly) how your organisation rates for the following aspects:</i>		
	Today	Ideal
Operations - Is the organisation flexible in its approach to customers and open to positive change		
Financial management - is reporting accurate, timely, correctly analysed and useful		
Marketing - do you know clearly the reasons customers buy from you and not from someone else		
Sales - are sales targets met (income), and margins maintained		
Competitor Intelligence - do you know what the competition are up to and how to counter		
Systems - do your systems provide adequate feedback to justify modifications to product or service		
People - do managers have clear direction and people the scope to make decisions		
Performance - do you regularly set SMART objectives to support and develop people appropriately		

Experience has shown that for a business to be successful it must focus its efforts and cannot be all things to all people, so whilst it is tempting to give a score of 7 to all categories under ***Ideal*** this would be counter productive as no well managed organisation has the resources to manage all business functions simultaneously. So in order to focus attention **there are maximum allowable scores:**

Number of 7s allowed: 2 2
Number of 6s allowed: 3 3