

1. There is accountability for all employees and suppliers

- ☐ All employees understand every aspect of what it takes to succeed in their role
- ☐ All employees report to their peers weekly on the two key performance indicators (KPIs) which define their role
- ☐ Failure has a consequence that is transparent and is known by all employees and suppliers
- ☐ All team meetings are conducted with an agenda, and data is available to effectively make decisions during meetings
- ☐ Internal and external employees and suppliers who do not consistently perform are rapidly removed from the business

2. The CEO performs a strategic role as an ambassador

- ☐ The CEO has a system to build a public profile, such as industry forums, industry leadership, blogging or speaking
- ☐ The CEO attends all major customer contract signings or product launches
- ☐ All employees learn Core Values and Core Purpose stories monthly from the CEO
- ☐ All new employees are welcomed by the CEO either physically or virtually within their first week of employment
- ☐ Every quarter the CEO launches the company plan and priorities to all employees

3. A positive culture unites the team and attracts the right people

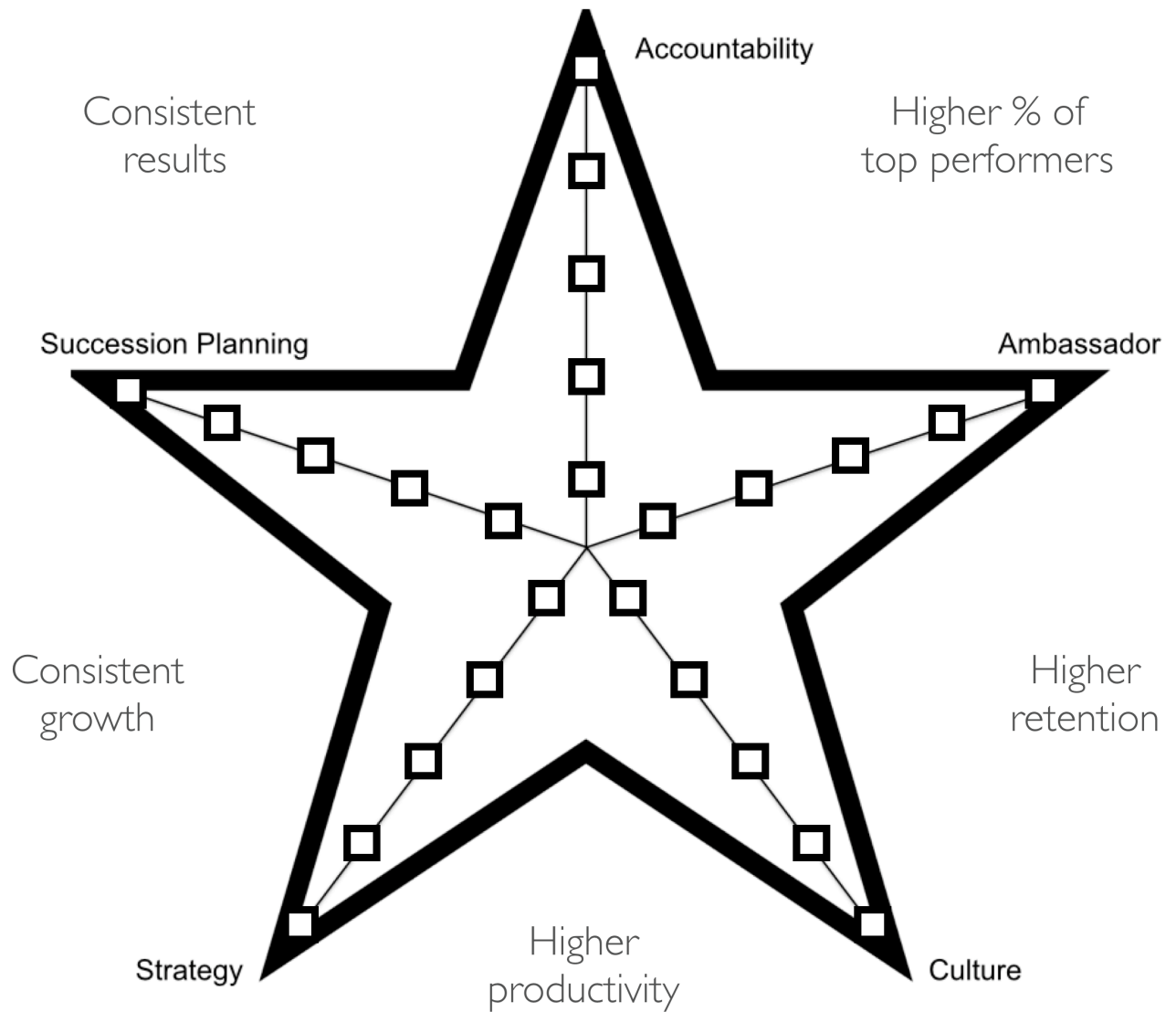
- ☐ Core Values and Core Purpose are known by all employees
- ☐ There is a qualitative and quantitative system of feedback between all employees and leaders
- ☐ Ideal Employee needs are identified, and the Employee Promise helps to attract the best employees at the pay you offer
- ☐ Employee Promise KPIs are measured weekly, and performance is displayed all around the business
- ☐ Where Core Values breaches occur, employees are reprimanded or terminated

4. The company's strategy delivers a unique and valuable position in the marketplace that is different from competitors'

- ☐ Quarterly and annually, the leadership team meets off-site to reflect, evolve the company strategy and set priorities
- ☐ The company's long term 10+ year BHAG® is known by all staff, and actions are taken each quarter to progress toward the BHAG®
- ☐ Ideal Customer needs are identified, and the Brand Promise is helping to attract the best customers in the market
- ☐ Brand Promise KPIs are measured weekly, and performance is displayed all around the business
- ☐ Each key product or service contributes to the company hedgehog. Any which do not are discontinued

5. Key risks to the business are reduced through succession planning

- ☐ Each significant role within the organisation has a virtual bench of at least two people who are contacted quarterly
- ☐ Products and services at risk of decline or disruption are mapped quarterly, and actions identified to replace these revenues
- ☐ Suppliers at risk of decline or disruption are mapped quarterly and actions identified to replace these suppliers
- ☐ All decisions on new opportunities, new staff or new investments are evaluated against a documented set of criteria
- ☐ Each leader in the business has appointed a clear successor who could replace them from within



Top 5 opportunities to improve

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