

Business Growth Alignment Assessment

Scoring

Answer the following 14 questions and total your results to see how your organization scores

Completely Agree = 1
Neither Agree nor Disagree = 0
Completely Disagree = -1

1	Everyone in the company knows our #1 Priority.	<input type="text"/>
2	Everyone in the company understands our biggest challenge / threat.	<input type="text"/>
3	We have a clear definition of our Core Customer.	<input type="text"/>
4	Our customers feel we're easy to do business with.	<input type="text"/>
5	Our leaders are 100% aligned on our company Vision and Mission.	<input type="text"/>
6	We are consistent in how we communicate our Value Proposition.	<input type="text"/>
7	Our website makes it easy to know what we do for our customers.	<input type="text"/>
8	We know how effective our Marketing is.	<input type="text"/>
9	We know what percent of our new business comes from Word-of-Mouth	<input type="text"/>
10	Our Marketing, Sales and Service teams are fully aligned.	<input type="text"/>
11	Our systems and technologies give us a competitive advantage.	<input type="text"/>
12	Our data and analytics tools are not cumbersome and make it easy to know what's going on with the business.	<input type="text"/>
13	Innovation consistently helps our business grow.	<input type="text"/>
14	We continually test new ideas or initiatives.	<input type="text"/>

SCORING: 7 or Higher = Best in Class,
6 to -6 = Targeted Opportunities for Improvement
-7 or Lower = A lot of Low Hanging Fruit

TOTAL