

Strategic Analysis Assessment

I. Strategic Clarity

1. All board members know and can cite the same strategy	<input type="checkbox"/> Yes <input type="checkbox"/> No
2. All board members use the same approximate language to describe your strategy	<input type="checkbox"/> Yes <input type="checkbox"/> No
3. Your strategy guides all board decisions	<input type="checkbox"/> Yes <input type="checkbox"/> No
4. Your strategy provides the basis for organizational planning and procedures	<input type="checkbox"/> Yes <input type="checkbox"/> No
5. All managers and employees are aware of the basic strategy and goals of the organization.	<input type="checkbox"/> Yes <input type="checkbox"/> No
6. Key decisions are made by management using strategy as a filter	<input type="checkbox"/> Yes <input type="checkbox"/> No
7. Regular meetings are held to set, discuss, refine and monitor your strategy	<input type="checkbox"/> Yes <input type="checkbox"/> No
8. Board members and top management understand and can clearly and concisely communicate your competitive advantage	<input type="checkbox"/> Yes <input type="checkbox"/> No
9. Your strategy clearly reflects a vision of your preferred future, not a restatement of your past or present	<input type="checkbox"/> Yes <input type="checkbox"/> No
10. Your strategy is designed proactively, not a reaction to the marketplace and what others are doing	<input type="checkbox"/> Yes <input type="checkbox"/> No

II. Strategic Implementation

1. Organizational tactics are consistently set in reference to your strategy	<input type="checkbox"/> Yes <input type="checkbox"/> No
2. Board members and top executives model the strategy, values and direction of the organization	<input type="checkbox"/> Yes <input type="checkbox"/> No
3. Communications sent consistently reflect the mission, vision, values, strategy and brand of the organization	<input type="checkbox"/> Yes <input type="checkbox"/> No
4. Progress toward long-term goals is continually assessed	<input type="checkbox"/> Yes <input type="checkbox"/> No
5. Accountability for achieving the long-term strategy of the organization is assessed at all management and board levels.	<input type="checkbox"/> Yes <input type="checkbox"/> No
6. Employees are regularly engaged to help achieve the strategy	<input type="checkbox"/> Yes <input type="checkbox"/> No
7. Executives are rewarded for focusing on strategy, not activity and fire-fighting	<input type="checkbox"/> Yes <input type="checkbox"/> No
8. Innovation within the strategic framework is encouraged and supported	<input type="checkbox"/> Yes <input type="checkbox"/> No
9. Recruiting, orientation, training and development are based upon your strategy	<input type="checkbox"/> Yes <input type="checkbox"/> No
10. Your organizational strategy has consistently been achieved	<input type="checkbox"/> Yes <input type="checkbox"/> No

III. Strategic Need

1. Is your whole organization in alignment with your strategy	<input type="checkbox"/> Yes <input type="checkbox"/> No
2. Are you achieving all of the goals and objectives your organization desires and is capable of achieving	<input type="checkbox"/> Yes <input type="checkbox"/> No
3. Have you been growing at the pace you want	<input type="checkbox"/> Yes <input type="checkbox"/> No
4. Do you possess the market share you want	<input type="checkbox"/> Yes <input type="checkbox"/> No
5. Are you achieving the profit goals and margins you want	<input type="checkbox"/> Yes <input type="checkbox"/> No
6. Do you have clarity about your brand and competitive advantage	<input type="checkbox"/> Yes <input type="checkbox"/> No
7. Is your brand and competitive advantage clear to your customers	<input type="checkbox"/> Yes <input type="checkbox"/> No
8. Are they so remarkable that your customers are remarking to others about you	<input type="checkbox"/> Yes <input type="checkbox"/> No
9. Is your value proposition so compelling that your customers are willing to pay more for your offerings and buy more frequently from you	<input type="checkbox"/> Yes <input type="checkbox"/> No
10. Are you prepared to handle any threats to your organization as well as take advantage of any opportunities that may present themselves to you	<input type="checkbox"/> Yes <input type="checkbox"/> No