



Why Isn't Your Business Strategy Delivering the Results You Expect?

70% of companies don't achieve the goals set in their strategic plans. The causes of these disappointing results and the most impactful solutions can vary. Maybe your value proposition doesn't resonate with target customers. Maybe you are spending your R&D dollars on the wrong products. Maybe your organization lacks the leadership talent to "get the job done." Maybe your strategy is sound, but you just aren't executing it. Our Strategic and Operational Assessment service will assess your strategy and financial performance, compare your business practices and organizational design with those of the best run companies, and give you actionable recommendations to improve your business results.

Assessment Areas

Financial Trends and Drivers

- Organic Revenue Growth
- Profitability drivers
- Expense Benchmarking

Strategic Focus

- Value Proposition
- Company Positioning
- Areas of "Nonfocus"

Company Identity

- Mission / Vision
- Values
- Communication

External Awareness

- Competitor Intelligence
- Customer Experience
- Regulatory Awareness

Leadership

- Expected Behaviors
- Leadership Development
- Accountability



Organizational Design

- Core Competencies
- Succession Planning
- Empowerment

Product and Service Design

- Link to Market Potential
- Link to Company Positioning
- Customer Input

Performance Management

- Balanced Scorecard
- Key Performance Indicators
- Leading and lagging Indicators

Strategy Execution

- Strategic Action Plan
- Management Reviews
- Accountability