

Unstoppable Organizational Assessment

Building an Unstoppable Organization takes more than engaging employees and empowering customers. To be “unstoppable” requires a clear understanding of your organization’s strengths and weaknesses. The questions below are meant to uncover the overall strength and performance of your organization, and provide insights into which areas require greater focus and energy.

It is recommended these questions be shared with and contributed to by leaders across your organization in order to create a holistic view of the organization’s current strength and position.

Core Activities: Assess and evaluate what you do.

1. How effectively are you aligning your products or services with your customer’s needs?
2. Which products/services are in high demand? Which are dropping in demand?
3. What are the potential causes or drops in demand, and how can you resolve them?

Organizational Efficiency: Assess and evaluate your efficiency.

1. What is your capacity versus your capability?
2. What changes/improvements are needed to balance capacity with capability?
3. What changes/improvements will put you ahead of your competition?
4. How effective is your existing technology?
5. What changes/investments are necessary to create an edge over your competition?
6. What skill gaps exist in your organization? How can you address these gaps?
7. How effective is your leadership team? What changes will improve their effectiveness?

Financial Performance: Assess and evaluate your financial strength.

1. What is the strength of your cash flow? How can you free up more cash?
2. How can you reduce your direct and indirect costs?
3. What funds are available to fund your growth plans? How will you address gaps?

Competitive Analysis: Assess and evaluate your competition.

1. Who are your key competitors?
2. What are your competitors offering that you aren’t?
3. What is your competitive advantage over each competitor?
4. How can you address any gaps and create a stronger competitive advantage?

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