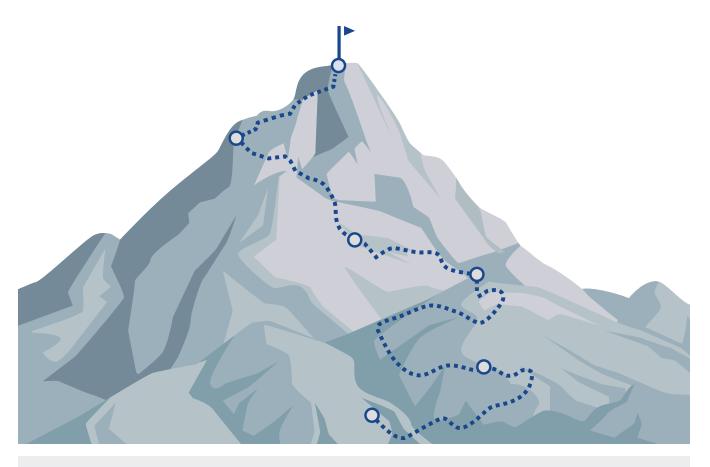
NAME:			
COMPANY:			
DATE:			

MEASURE COMPANY PERFORMANCE





MEASURE COMPANY PERFORMANCE WINNING STRATEGY "THE WHY" — All team members know, align, and emotionally connect with the organization's fundamental reason for being. CORE VALUES — All team members know and live the organization's foundational beliefs, principles, and behaviors daily. **ECONOMIC ENGINE** — All daily activities and long-term strategies align with the one critical activity that drives economic value. WHAT WINNING LOOKS LIKE (WWLL) — A challenging and long-range 'championship' is defined with strategic objectives to get there. MARKET VALUE PROPOSITION (MVP) — A set of defined differentiators create a distinct competitive advantage in the target market. **HIGH-PERFORMING TEAM EFFECTIVE LEADERS** — The leadership team is healthy, aligned, and trusted to artfully get the team to do what must be done. **RIGHT PEOPLE DOING THE RIGHT THINGS** — The process and culture ensures the right team members do the right things consistently. **CULTURE OF ACCOUNTABILITY** — Leaders and team members hold each other accountable to get results in a way that inspires trust. **COACHING & DEVELOPMENT** — All team members are trained and coached to be the best version of themselves in their roles. **TEAM MEMBER FEEDBACK** — A consistent process collects and acts on quantitative and qualitative feedback from team members. PLAYING WITH DISCIPLINE "THE PROCESS" — All critical processes are defined, measured, followed, and continuously improved by an accountable team. SCOREBOARDS — All team members know quantitatively in real time if the organization is winning or losing to adjust as needed.

NEXT-LEVEL INITIATIVES — Multi-quarter priorities are defined, managed, and executed to reach the next major level of success.

QUARTERLY GAME PLAN — A quarterly plan aligns the team on the critical priorities and targets to move the company forward.

CONSISTENT COMMUNICATION RHYTHMS — Information moves bi-directionally throughout the organization rapidly and reliably.



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