



NAME: _____
COMPANY: _____
DATE: _____

MEASURE COMPANY PERFORMANCE



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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 (WVLL) – 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.

BRAINSTORM



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.

BRAINSTORM



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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