

1. As goes the Executive Team goes the rest of the firm.

Team members understand each other's differences, priorities, and styles
The team meets offsite every few months for strategic thinking and renewal
The team is having fun together

2. Everyone aligned with #1 thing that needs to be accomplished this quarter to move company forward.

5 priorities (Rocks) are identified and ranked for the quarter
A Critical Number is identified and aligns with the #1 priority
A Quarterly Theme is established that brings the key priority/Critical Number alive
A scoreboard for the Critical Number is posted and Theme announced
All employees know what the Celebration/Reward will be

3. Communication rhythm is established. Information moves through organization accurately and quickly.

All employees are in some kind of a daily and weekly huddle
Huddles cascade from senior management to frontline or visa versa

4. Every facet of the organization has a person assigned with accountability for ensuring goals are met.

Income (P&L), Cash Flow, & Balance Sheet statements have persons assigned to each line item
An accountability chart has been created

5. Ongoing employee feedback and input is systematized to remove obstacles and identify opportunities.

Employee hassles/ideas/suggestions/issues are being collected weekly
There is a systematic process for addressing issues and opportunities
Thank You cards are being written every week by senior management

6. Reporting and analysis of Customer Feedback data is as frequent and accurate as financial data.

All employees are involved in collecting customer data
There is a person assigned accountability for customer feedback
All senior leaders communicate with at least one customer weekly

7. Core ideologies are „alive“ in the organization.

Core ideologies are discovered and defined
Stories are being shared of employees who represent the ideologies
Core ideologies are included in appraisal and recognition processes

8. Clear understanding of the firm's market position drives strategic planning and sales and marketing.

Brand Promise and market (Sandbox) are clearly defined
The organization is aligned around 5 key strategies (Thrusts/Capabilities) for growth

9. All employees can report at any time what their productivity is and how it compares against goals.

KPI's (key performance indicators) are identified for the organization
Weekly measures for each individual/team are clearly displayed and reviewed

10. A „situation room“ is established for the weekly executive team meeting.

KPI's and Critical Numbers are posted bigger than life with goals clearly shown
Data is presented graphically to help visualize trends
Core ideologies, priorities, and market maps posted