

## Evaluate Your Strategic Outlook & Situation

Use this assessment to identify where you and your organization need to 'stretch' the most. I.e. Your Strategic Gap Analysis (SWOT)

31- 63: You're too reactive. You're managing not strategizing enough.

64 - 94: Strategic thinker, but need to improve.

95 - 125: You're a great strategic thinker. Don't relax now!

1-Never  
2-Very seldom  
3-Sometimes  
4-Frequently  
5-Always

Organization Wide	1	I have a clearly defined 3-year Plan with clear Objectives I.e. Words: "We will hurt Nike." Numbers: 25% Growth, R6M Sales, R2M profit, 36% GP	1	2	3	4	5
	2	I know what all the 'Issues'/Threats are to achieving objectives	1	2	3	4	5
	3	I have Formulated & discussed the plan with Other Department too	1	2	3	4	5
	4	I have written an up-to-date strategic plan, and distributed it. Informed all.	1	2	3	4	5
	5	I have Necessary Background Info from the other depts./team leaders	1	2	3	4	5
	6	I have Regular Planning Meetings (at least quarterly) with ALL involved to review and update the Plan	1	2	3	4	5
	7	I do not Unnecessarily Involve anybody in Planning/Review Meetings	1	2	3	4	5
	8	I ensure that Marketing Strategy Fits other Functions/Teams. Internal Research.	1	2	3	4	5
	9	I know All buy-in/Sign-in to their targets as being challenging but reasonable	1	2	3	4	5
	10	People have clear Activities who are involved in the Strategy	1	2	3	4	5
	11	I know exactly where Teams need to improve their Skills	1	2	3	4	5
	12	I ensure the teams/functions always Operate within the strategy agreed upon	1	2	3	4	5
	13	I follow up with teams to make sure they are taking the Change Projects seriously	1	2	3	4	5
	14	I use a company-wide approach/standard when Reporting back.	1	2	3	4	5
Customer-centric	15	I know my Industry's Key Success Factors (KSF) and update my Company's scores vs. the Competition's Score	1	2	3	4	5
	16	I make sure our Competitive Advantage (CA) is kept relevantly updated	1	2	3	4	5
	17	I keep scanning my Competitors Website, Literature. Research.	1	2	3	4	5
	18	I'm making a huge effort to stay ahead of the Competition	1	2	3	4	5
	19	I keep updating our Customer's Buying Criteria (Key Success Problems/Needs/Wants), through continual research.	1	2	3	4	5
	20	I regularly discuss Processes to improve Customer Experience Management	1	2	3	4	5
	21	I keep investigating better IT/Technology (Process, Customers, Supply Chain)	1	2	3	4	5
	22	I regularly include Customers & Suppliers in Strategic Planning. Research.	1	2	3	4	5
	23	Keep looking at New Ideas, SWOT to see if they 'fit' in with the strategy	1	2	3	4	5
	24	I have matched my Resources, capabilities/competencies with Objectives	1	2	3	4	5
	25	I know my Return-on-investment, Expenses vs. Budget, Sales vs. Target	1	2	3	4	5