

## Try Ten Questions

3.4 and less average: Weak; 3.5 to 3.9: Average; 4.0 and up: Strong

Do not agree = 1  
Somewhat Agree = 2  
Mildly Agree = 3  
Agree = 4  
Strongly Agree = 5

### Part 1 – Strategy

- 1.1** The company has a clear definition of its business  
i.e. “what do we sell to whom?”
- Do you wish to qualify your response?
- 1    2    3    4    5
- Does not apply
- No opinion
- 1.2** The company has a clearly defined competitive advantage.
- Do you wish to qualify your response?
- 1    2    3    4    5
- Does not apply
- No opinion

### Part 2 – Organization and Management

- 2.1** Coordination between units is simple.
- Do you wish to qualify your response?
- 1    2    3    4    5
- Does not apply
- No opinion
- 2.2** Employees are fully challenged.
- Do you wish to qualify your response?
- 1    2    3    4    5
- Does not apply
- No opinion
- 2.3** In our company, there is zero tolerance for lack  
of performance.
- Do you wish to qualify your response?
- 1    2    3    4    5
- Does not apply
- No opinion

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### Part 3 – Operational Excellence

- 3.1** Our products and services consistently meet customers' expectations.  
Do you wish to qualify your response?
- 1    2    3    4    5
- Does not apply
- No opinion
- 3.2** Our productivity increases at a rate that is roughly twice the industry average.  
Do you wish to qualify your response?
- 1    2    3    4    5
- Does not apply
- No opinion

### Part 4 – Innovation

- 4.1** Within our company, innovation is widely regarded as a critical competitive advantage.  
Do you wish to qualify your response?
- 1    2    3    4    5
- Does not apply
- No opinion
- 4.2** Our company regularly and systematically benchmarks its innovation performance against other companies.  
Do you wish to qualify your response?
- 1    2    3    4    5
- Does not apply
- No opinion
- 4.3** Our company has a formal innovation process (beyond R&D and new product development) that surfaces, develops and supports new business concepts.  
Do you wish to qualify your response?
- 1    2    3    4    5
- Does not apply
- No opinion