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**"Success has always been easy to measure.
It is the distance between one's origins and one's final achievement..."**

– Michael Korda

BALDRIGE QUICK PROFILE ASSESSMENT

The Systems Thinking Approach®

Starting the Journey towards Organizational and Business Excellence, take this short Baldrige Quick Profile Assessment to see if you really know your organization and identify possible gaps. **Main Purpose** - To assist those organizations that desire to use the Baldrige Criteria for Performance Excellence (Health, Education, and Businesses) in completing one of the first steps in the self-assessment process.

Instructions:

Answer the following questions using one of the responses below:

Strongly Disagree = 1, Somewhat Disagree = 2, Disagree = 3, Agree = 4, Somewhat Disagree = 5

Phase A. Where do we want to be?

1. ___ We have a well-defined organizational culture.
2. ___ We have identified a corporate purpose, vision, mission and values/guiding principles establishing our leadership team context/culture.
3. ___ We have developed a detailed listing of our key customer groups and market segments.
4. ___ For each of our key customer groups and market segments, we have identified key customer requirements and expectations for our products and services.
5. ___ Differences in these requirements are identified for each key customer group and market segment.
6. ___ We maintain a detailed analysis of our competitive position including our relative size and growth in our industry and/or markets.
7. ___ In this detailed analysis, the numbers and types of our competitors are also identified.

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to print the full 30 Questions of the Proven Best Practices of our
BALDRIGE QUICK PROFILE ASSESSMENT The Systems Thinking Approach®

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