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**"We are what we repeatedly do.
Excellence, then, is not an act but a habit."**

– Aristotle

CREATING CUSTOMER VALUE - PROVEN BEST PRACTICES

The Systems Thinking Approach®

This Instrument follows the three Centre for Strategic Management® Lines of Business (LOB) with a unique set of best practices research questions on each one:

1. *The Strategic Management System (holistic/strategic)*
2. *The People Edge—attunement (of people's hearts and minds)*
3. *The Customer Edge—alignment (of delivering and distribution).*

Instructions:

Answer the following questions using one of the responses below:

No = 1, A Little = 2, Some = 3, Mostly = 4, Yes = 5

Big Three Failure Issue #1 (Piece-Meal Approach)

I. Strategic Management System - used to run the company

1. ____ Is environmental scanning a formal accountability system with quarterly or semi-annual strategic reviews in order to drive creative change?
2. ____ Is a Strategic Plan developed with four shared documents: a vision, values, core strategies and annual priorities?
3. ____ Do you have clear and unique positioning in the marketplace vs. the competition in the eyes of the customer?
4. ____ Are outcome measures of success/goals set and tracked, including customer – employee – financial – key operational?
5. ____ Do all departments, based on shared core strategies, develop annual plans?

CLICK HERE

to print the full 33 Questions of the Proven Best Practices of our
CREATING CUSTOMER VALUE (The Systems Thinking Approach®) Self-Assessment

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