



## EVALUATE YOUR PERFORMANCE

High-growth firms follow these best practices to create alignment and focus among their teams. Rate yourself in each area on a scale of 1 to 10. At the end, total your score out of 100 to see how disciplined your practices are compared to others that are Making BIG Happen.

AREA	QUESTION	SCORE
Vision & Mission	Does your vision statement inspire BIG thinking to drive BIG growth and does your mission statement tell your team and the world why doing what the company does matters?	
Unique Value Proposition	Do you know what problem your business solves, who specifically benefits from the solution, and what your competitive advantage is that makes you the first choice for your customers?	
Competition	Are you better than your competition and have you and your team answered the 3 Provocative Questions?	
Leadership Team	Is everyone in your leadership team an A-player and are all the people needed to execute your vision currently on the team?	
Org of the Future	Do you know what your organization looks like 2 to 3 years from now and do you have a specific hiring plan to build your org chart of the future?	
Accountability	Do you have an executive coach for your C-Suite that holds them accountable to achieving their goals?	
Annual Planning	How strong is the typical output of your Annual Planning Sessions and do you have a track record of hitting your annual goals?	
Quarterly Alignment	Do you have quarterly goals? Do your quarterly goals drive toward the company's annual goals and does your team meet every quarter for alignment?	
Sensitivity	Do you have a sensitivity analysis on the key levers that drive your business? Do you know how sensitive each goal is to changes in a single lever?	
Productivity	Do you know what your personal highest payoff activities are and have you determined what you should start doing, stop doing and continue doing?	
<b>TOTAL</b>		<b>/100</b>

**90 - 100: Making BIG Happen**

Congratulations! You're following the best practices to build your business and grow BIG.

**60 - 89: Letting Things Happen**

You have an opportunity to optimize your best practices and improve execution.

**1 - 59: Asking "What Happened?"**

There's room for improvement. Pick the top 2-3 items that really matter to you that you want to get better at and build a plan to get there.