

Clarity on Mission

How Do You Measure?

= Poor/Rarely

= Excellent/Always

Our purpose is to make money for our organisation, that is our only focus.	1 2 3 4 5	Our purpose is an emotional connector for our team members and has a clear impact on the world.
We have core values but do not document them or require our team members to live by them in the workplace.	1 2 3 4 5	Our core values are clearly defined, documented, and known by all team members, used to hire, develop, and redeploy our teams.
Our team members are not that engaged in the organisation as a whole.	1 2 3 4 5	Team members engagement is at an all-time high.
We are uncertain in what direction our business might be headed in towards the future.	1 2 3 4 5	The business direction for the future is clear and motivating to every team member.
We do not concern ourselves with what happens outside our organisation.	1 2 3 4 5	We make a positive difference in the lives of our team members, our community, and the world we live in.
Our team members come and go, their position in the organisation is a job seen as a job.	1 2 3 4 5	Our team members are here for a career, not a job.
Our team members do not stay in our organisation for long.	1 2 3 4 5	Our team members retention is very high.
Our team members prefer to stay anonymous about what organisation they work for.	1 2 3 4 5	All team members have a sense of pride about our organisation.
We cannot afford to help out our community and it is something that does not interest us.	1 2 3 4 5	Our organisation gives time and financial donations to our community to help those less fortunate.
We are not sure what our organisation will look like in the future.	1 2 3 4 5	We have an environment of energy and excitement for the future.
If difficult conversations happen at all they rarely go well.	1 2 3 4 5	The firm has developed a culture where timely feedback (both positive and negative) is given to all staff.
Client service standards and processes, if in place are not automatically followed.	1 2 3 4 5	My team members are obsessed about delivering extraordinary client service.
I and others in my firm, have not built up a network of introducers who regularly refer the right type of work into the firm.	1 2 3 4 5	My team and I maintain regular communication with a close network of introducers who regularly refer and recommend us to our ideal clients.
The firm either does not use events to win clients or struggles to generate any new client work from its events.	1 2 3 4 5	The firm uses events to win new client work. Events are costed and run in a way so that they generate at least 10 times return on our marketing investment.