

## STRATEGY HEALTH CHECKLIST

**Do you have a clearly defined strategy, and agreed on the position of where the company is heading?**

Yes	We have a well-defined strategy
Partial	We have the foundations of a strategy; more work is required
No	We currently do not have a strategy to guide direction or decision making

**Does your company have a clearly defined value proposition (e.g., providing innovative solutions, quality, low-cost products)?**

Yes	We have an agreed and clearly defined value proposition
Partial	Our value proposition is generic or aligned with our capabilities
No	We have not identified or focused on how we create value for or target

**How relevant is your value proposition in your identified target market?**

On point	Growth and headspace opportunities in the market, attracted by our value proposition
Somewhat relevant	Change in the market environment requires our value proposition to be reassessed and redefined.
Irrelevant	market dynamics and environment has moved away from our value proposition

**Is your value proposition the same across all regions?**

N/A	The business operates in one region
Yes	Same across all regions
No	major variations across regions
Inconsistent	varies across regions

**Is your company's value proposition unique and distinctive?**

Yes	We have a unique and distinctive advantage
Partially	Our main rivals bring the same or similar advantage to target customers
No	We are not in a growth position as we do not have a differentiating position for our customers

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**Do you feel your current strategy will lead to sustained next level growth?**

Yes	I believe we have a strong and on point growth strategy
Somewhat	We are thereabouts
No	We do not have a clear and defined strategy for next-level growth

**Do you have an agreed list of priorities, aligned with your strategic plan? How many priorities on the list?**

	No list exists
	1 – 5 on the list
	5 – 10 on the list
	More than 10 on the list

**How often do company strategic priorities change?**

All the time	Priorities change significantly depending on the focus at a particular point in time
Regularly	Able to maintain focus on strategic priorities for 1 – 2 years
Rarely	We are disciplined and accountable to our strategic priorities

**Is there alignment between current initiatives and projects to the company strategy?**

Yes	More than 75% are aligned
Partially	More than 50% are aligned
No	Less than 50% are aligned
Not Sure	

**Do you feel there are too many competing priorities?**

Yes	working many different things, not sure where I am at or how they align to add value
Partially	working on numerous projects, some fit some don't and some never get completed
No	priorities feel aligned with strategy and coherent

## STRATEGY HEALTH CHECKLIST

Do the management team and leaders regularly meet and discuss what the company can do, needs to do – its capabilities – rather than what it sells or should sell (product and service)?

Yes	Capabilities are a focus for management
Somewhat	The focus is on products, service, safety and finance, occasionally capabilities get a run at a high- level management meetings
No	Management never focus or refer to business capabilities

Is your company shaping its industry, or following market trends and rivals?

Yes	We consistently create demand and fulfil customer needs there are not even aware of
Partially	We are in the same bubble as rivals, we provide products and services that meet customers actual needs
No	We are playing catchup in the manner in which we address customer needs
Do not know	

Analysing your agreed strategy, how concerned are you about the following statements?

	Not concerned	Partially concerned	Very concerned
The strategy is not defined enough as to how we create unique value			
Our strategy is very similar to rivals, not providing sufficient differentiation			
Our strategy is not challenging enough, with bold goals to achieve next-level growth			
The strategy is not realistic, not achievable			

How concerned are you about executing the company strategy?

	Not concerned	Partially concerned	Very concerned
We have not implemented or action our strategy			
Our strategy is complex and wide, pressure on resources			
Not aligned behind our strategy, there is resistance and some don't understand it.			
We are not focused on executing our strategy, more focused on doing what we know, comfortable with			
We do not allocate the required resources to execute the strategy			
We have an issue with our culture, it is holding us back			