

STRATEGIA

Strategic Enterprise Assessment (Quick Version)

The Strategic Enterprise Assessment (SEA) is a tool which is used to evaluate any corporation, small business, partnership, sole proprietorship. It can also be used to evaluate a specific group, division, unit, project, department, or cross-functional team in an organization.

In completing the SEA, you respond to a series of statements which help to evaluate the key factors (or drivers) in your organization.

The First Step

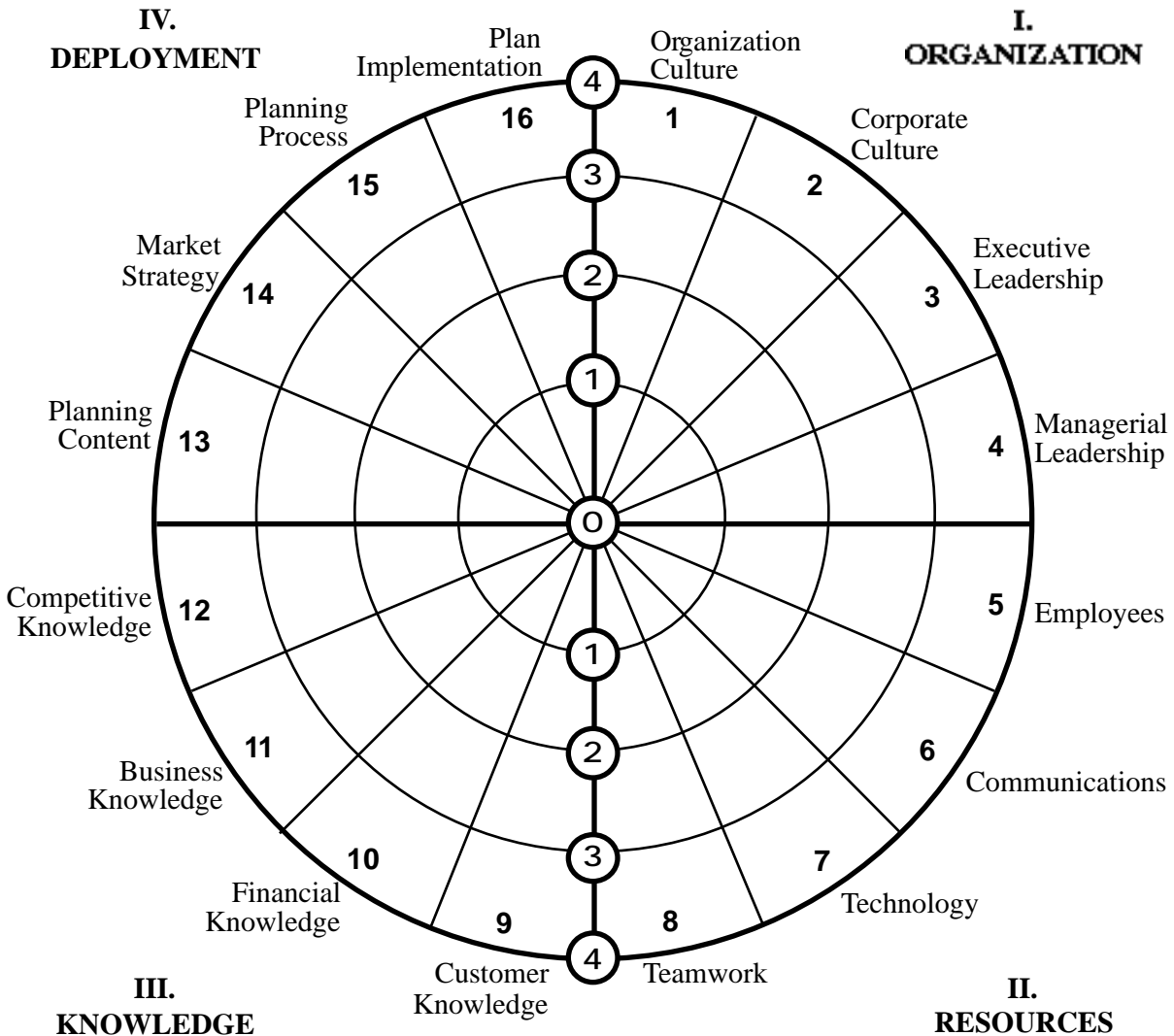
Directions: Indicate the extent of your agreement regarding how your organization is performing in each of the following sixteen areas by circling the most accurate number or writing in your decimal answer (2.5, 3.5, etc.) below. Use the following scoring key:

Very Weak Factor or Condition	Weak Factor or Condition	Neutral Factor or Condition	Strong Factor or Condition	Very Strong Factor or Condition			
0	1	2	3	4			
1: Our organizational structures, roles and responsibilities are clearly defined and effective.			0	1	2	3	4
2: Our company culture is empowering, uplifting, pleasant, refreshing, and healthy.			0	1	2	3	4
3: Our executive / leadership team is knowledgeable, capable, and effective.			0	1	2	3	4
4: Our management / supervisory team is knowledgeable, capable, and effective.			0	1	2	3	4
5: Our employee / associate team is knowledgeable, capable, and effective.			0	1	2	3	4
6: Our communications in all directions (up, down, across, in, out) are efficient and effective.			0	1	2	3	4

7: Our technology (office, computers,machinery, etc.) is helping us to be productive and cost-effective.	0	1	2	3	4
8: Our teamwork among departments, functions, offices, work groups, and teams is smooth and effective.	0	1	2	3	4
9: Our customer knowledge, service, needs-understanding, and actions are timely and effective.	0	1	2	3	4
10: Our competitor knowledge, plans, responses, and actions are timely and effective.	0	1	2	3	4
11: Our business knowledge and action concerning our industry, trends, economy, and global situation is adequate.	0	1	2	3	4
12: Our business knowledge and action concerning our costs, profitability, banking, financing, cash flow, and equity is adequate.	0	1	2	3	4
13: Our strategic and business plan content is clear, complete, written down, and communicated.	0	1	2	3	4
14: Our market strategies, including product plans, services plans, geographic and sales plans, are clear, complete, and communicated.	0	1	2	3	4
15: Our strategic and business planning process is clear, complete, smooth, and effective.	0	1	2	3	4
16: Our strategic and business plan implementation is timely, disciplined, and effective.	0	1	2	3	4

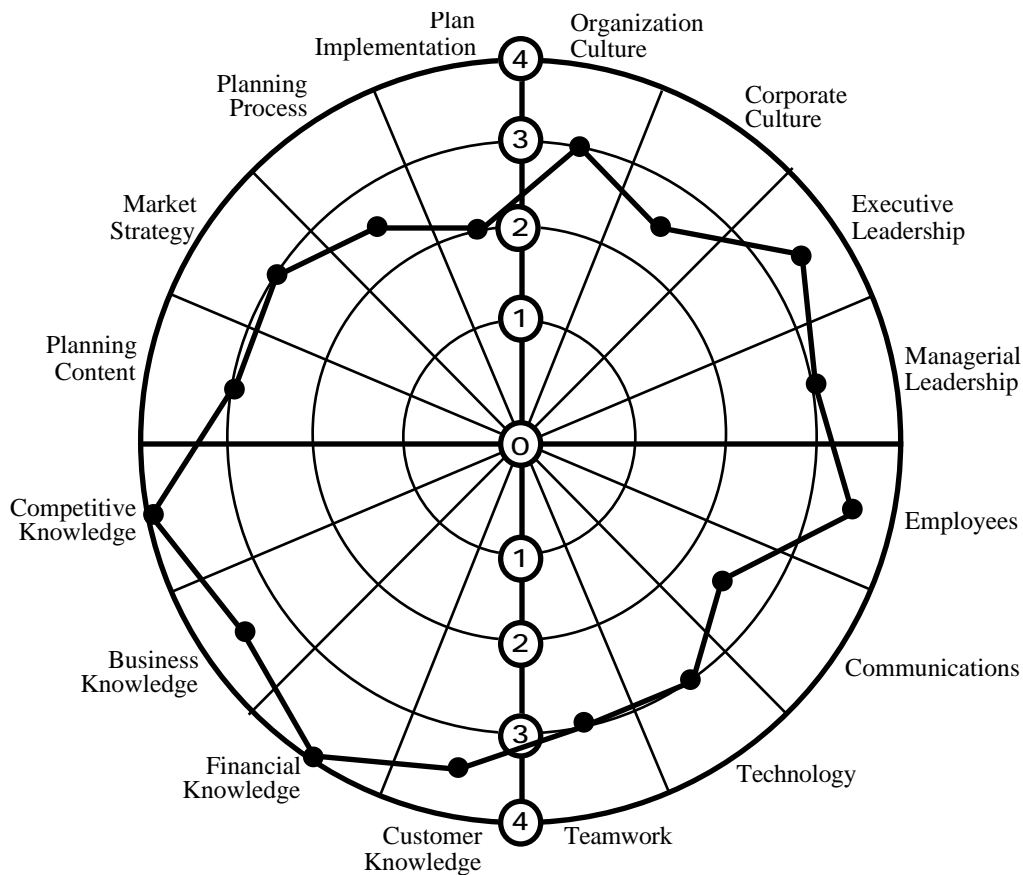
The Second Step

Plot your scores for each of the 16 SEA categories on the chart below. Place a dot in each category for the score you gave above. Then, connect the dots around the circle. This will yield a representation of the relative strengths and weaknesses of the different facets of your organization.



Next, connect all the dots beginning with **Organization Culture** going clockwise through **Plan Implementation** (When complete, it should resemble Example 1 on the following page).

This will give you an overall picture of your current business reality.



SEA Wheel Example 1

What the Assessment Can Tell You

The Strategic Enterprise Assessment gives you a quick "snapshot" of your enterprise -- from your standpoint. It can help identify where things are on track and going well, and where they're not.

It can also help you identify the overall strengths and weaknesses of the enterprise, and provide insight into why things may not be everything they should be. Here's a couple of general points to keep in mind as you review your SEA Wheel:

- The more uniform your scores are around the wheel, the more smoothly your organization will tend to function day to day.
- The higher the score for each of the factors around the wheel, the more of your organization's potential can be realized. This ultimately leads to you getting more of what you want.
- Gaps between the lowest scores and the highest scores shouldn't be viewed as failures, but, as areas of strategic opportunities.
- Remember, "spikes", as well as "flats" can be equally disruptive to the organization. You want to plan so as to make the scores more uniform for a healthier organization.

It is helpful to repeat this assessment periodically, to help identify when today's strengths slip into tomorrow's weakness. Therefore, you can refocus your efforts.

Note: This assessment is an abbreviated form of the one used in many of our strategic planning publications.

What Next?

If your organization is everything you expect, then this assessment will help you identify the key factors which enable it to work well. It can also point out sources of potential problems which -- if left unchecked -- could derail you from your chosen course.

On the other hand, if your business isn't giving you everything you want, this exercise can help you pinpoint specific areas that contribute to this fact. What to do about them is strictly up to you.

If you would like to explore this topic further, or if you would like to understand more about how Strategia's planning technologies could help you get more of what you want from what you do, there are more resources and information at our Internet site at:

<http://www.StrategiaOnline.com>

If you would like to find additional reading on the subject, click "Strategia Publications" from our home page. Or, if you'd like to learn more about how Strategia's planning tools, seminars and presentations could be used in your business, you can e-mail us from the Home Page.

We wish you the best of everything.

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