



People



Strategy



Execution



Cash



You

# TABLE OF CONTENTS

INTRODUCTION	4
1. YOUR PROFILE	5
2. PEOPLE	6
2.1 YOUR EMPLOYEES	7
2.2 COMPANY CULTURE	9
3. STRATEGY	10
4. EXECUTION	12
4.1 LEADERSHIP TEAM	13
4.2 OPERATIONAL PROCESSES	14
4.3 SALES AND MARKETING	15
4.4 SCALABILITY, INNOVATION AND TECHNOLOGY	16
5. CASH	17
6. YOU	19
6.1 YOUR LEADERSHIP	20
6.2 INTERNAL COMMUNICATION	21
IN CONCLUSION	23



As the diagram suggests, all four areas (People, Strategy, Execution, Cash) are tied together and impact each other. You want to pay particular attention to the area that precedes your lowest score i.e. if your lowest score was Strategy the root cause could be People.