

# CHANGE STARTS HERE

Are you ready for change?

**Take this assessment!** Rank your organization on how ready it is for change. What areas do you need to address first?

(1=not well at all and 10=extremely well)

1. How well do your leaders share an honest assessment of the current state?



2. How well do your leaders develop a compelling future state?



3. How well aligned are your leaders on the strategically critical priorities?



4. How well do the behaviors and culture support the vision?



5. How well do your managers own the strategy?



6. How well does everyone in the organization understand the why, what, and how of the strategy?



7. After a strategy is launched, how well does the organization sustain the momentum and the various initiatives to achieve it?



8. How well do the associates provide a competitive advantage?



## RESULTS

**If you scored somewhere between 64 and 80 on the assessment:** Your organization rocks! Your leaders and employees are successfully tackling many of the key steps needed to change your brand's focus in the areas of culture and strategy. That's not an easy thing to do, but there's always room for improvement. Your greatest opportunity is to connect and manage employee engagement, strategic understanding, and skill development as a structured process. Take the health check assessment to understand your organization's readiness to embark on a change initiative and download key materials to support your efforts.

**If your survey results were below 64:** There's room for improvement. Most likely, your organization has not been managing cultural and strategic change. This result should raise your awareness that there is lack of alignment within your leadership team about the desired business outcomes and priorities and that your people don't understand the why, what, and how of the strategy (and don't have the skills and competencies to successfully execute it). Take the health check assessment to learn where specific gaps might exist in your change process and download tips for making improvements.

Improve your organization's performance  
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