



# Organizational Development

A Teamwide 5 Disciplines Assessment

Report For:

Date: **1/4/2023**

Participants: **6**



ORGANIZATIONAL  
& EXECUTIVE  
DEVELOPMENT  
by adding **ZEROS**

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## Introduction to Organizational Development

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Every CEO, business owner, entrepreneur and business leader wants a great business. Having a great business is a grand aspiration, but also vague. So, how do you define a great business?

A great business is one that is achieving ultimate, optimal success by being sustainable, predictable, stable, consistent and has an emotional connection. To put it more simply, we define a great business as one that is **"Adding Zeros."**

Adding Zeros is thinking, focusing on, and achieving exponential growth. Most businesses think about a % growth each year. Exponential growth is thinking in multiples, 10x growth vs. 10% growth. 30x growth vs. 30% growth.

Where do we want to Add Zeros or achieve exponential growth? Bottom line...In every aspect of the business – revenue, margin, profit, customer acquisition, customer retention, employee engagement, employee retention, and community involvement.

When you hear about success of a great business, what do we hear most? Revenue and profit. Every business must have these two to survive, but without customer engagement, employee engagement, and community involvement, our belief is that they are not yet a great business.

In order to add zeros, we must focus on the actions or disciplines that create exponential growth. From working with thousands of organizations of all sizes, we have categorized the focus to **'5 Disciplines of Exponential Growth.'**

Before I share them, I want to reinforce our definition of Adding Zeros. It is a business that is sustainable, predictable, stable, consistent, and has an emotional connection.

In order to be *sustainable*, we must have a clear Strategy. Strategy is discipline #1. A clear strategy defines how we will win. Winning isn't about today's margin, profit, or revenue. Winning is about outlasting your competition and the business outlasting you. A clear business model has leverage, scalability, and marketability on an opportunity that fills a demand or need. Everyone in your business should be able to state your strategy in a clear concise phrase or sentence.

A great business is sustainable which comes from having a clear strategy, our 1st discipline.

The 2nd discipline helps us achieve *predictability*. Predictability is the result of having outstanding Business Development and forecasting the future by using and

understanding our actionable numbers. No business can survive long term with roller coaster sales. Business development is about having marketing with differentiation, that attracts a specific audience that will buy our product and service over and over again. Business development includes having a clear sales process that can be duplicated and used to convert that specific audience into customers. The third piece of business development is customer service. I stated we want to attract an audience that will buy our product or service over and over again. If we do not service them well they won't be returning. Understanding and improving our actionable numbers give us strong business development.

The 2nd discipline is business development, creating predictability.

The 3rd discipline is focusing on People, which brings *stability*. Stability is having high employee retention, high employee engagement, and we are continuously developing our team. Great companies have both management and leadership. Stability with our people happens with leadership. Leadership creates passion and focus with team members. Leadership is about action not about position. Leadership focuses on talent development. Every person in every organization should be learning and growing not just in their technical skills but also in their interpersonal skills. When our team grows, the business grows. A major piece of stability is recruitment. Having the right people on the team is critical for stability. We must know how to attract and retain the right skills, behaviors, and team members.

Stability comes from focusing on our people, our 3rd discipline.

Discipline number 4 is Execution. Every great business has execution that is consistent. No matter who a customer interacts with they should receive consistent messages. By implementing and following proven processes and routines as an organization we become consistent in the eyes of our customers and our co-workers. I mentioned great companies have both management and leadership. Great execution comes from great management. We manage processes and lead people. Another piece of execution is financial controls. When we manage our processes, our financials will fall into line and continue to improve our efficiencies.

Execution, our 4th discipline is all about being consistent.

Our 5th discipline creates an *emotional connection* with our organization. Our 5th discipline is Mission. Let me tell you what I am not referring to. I am not referring to a future mission statement. I am referring to what we are doing to improve the world we live in today. What are our values? Values are defined as how we treat each other, treat our customers, and how we make decisions. These core values must be behaviorally

based so everyone knows how to act every single day. Our purpose – why are we in business? Every organization needs to define in a very simple sentence why we do what we do every day. This should provide a clear emotional connection to everyone within the business. The purpose of your business should be so powerful that it inspires everyone to do their best every single day. The last piece of mission is giving back to our community and the world in which we do business. It is our duty to help our communities grow and thrive. It is our duty as business leaders to support and invest in the future of where we do business. When we are fulfilling the discipline of mission everyone is emotionally connected to the company, our values, our purpose and our future.

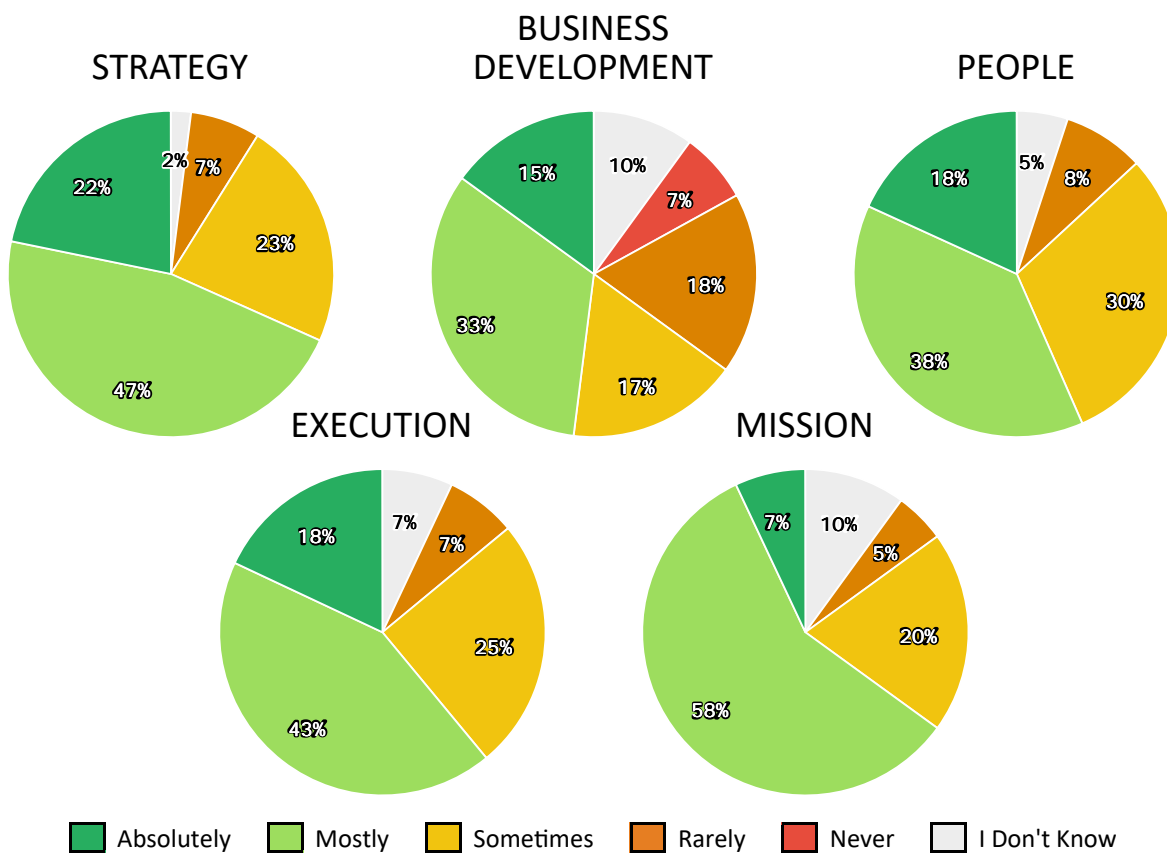
**Adding Zeros** through 5 Disciplines of Exponential Growth; Strategy, Business Development, People, Execution and Mission. When all five are running well we add zeros. If 1 or more is low on air or flat, we are not reaching our potential nor will we grow exponentially.

To grow exponentially your organization must be *sustainable, predictable, stable, consistent, and emotionally connected*.

Are you adding zeros or are you adding zero?



## Discipline Summary



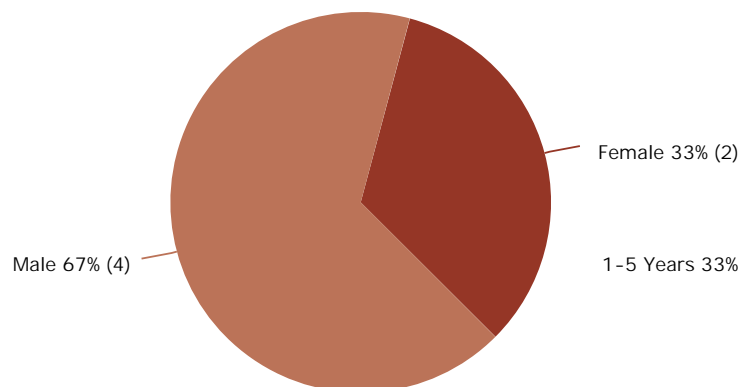
### SUMMARY

STRATEGY	68%
BUSINESS DEVELOPMENT	48%
PEOPLE	57%
EXECUTION	62%
MISSION	65%
<b>TOTAL</b>	<b>60%</b>

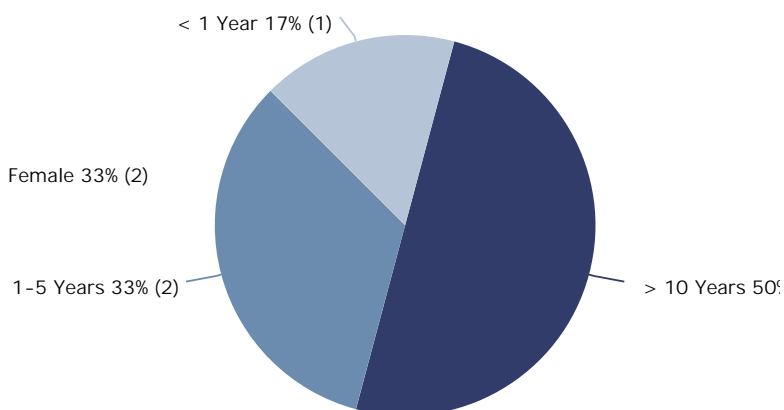
\*The total summary number is calculated by adding absolutely and mostly together

## Demographic Summary

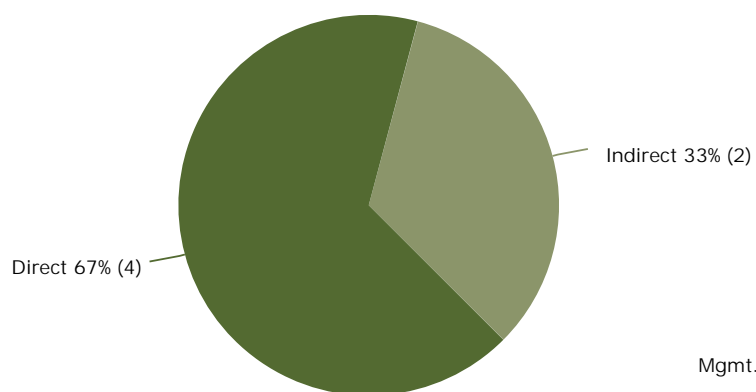
GENDER



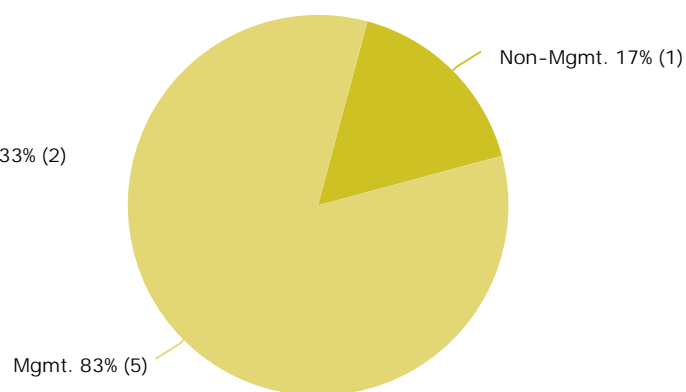
TENURE



LEVEL OF CUSTOMER INTERACTION

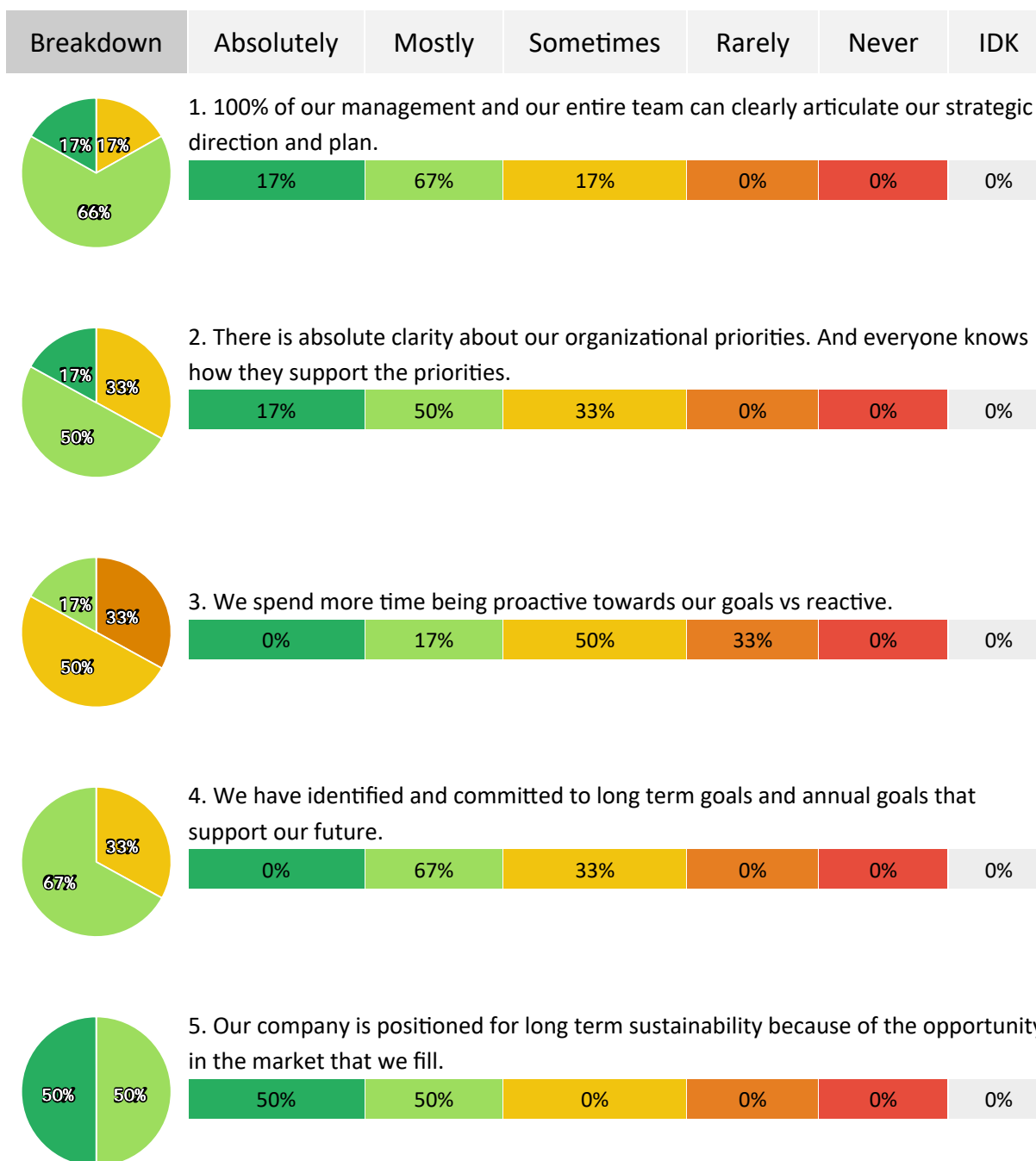


ROLE



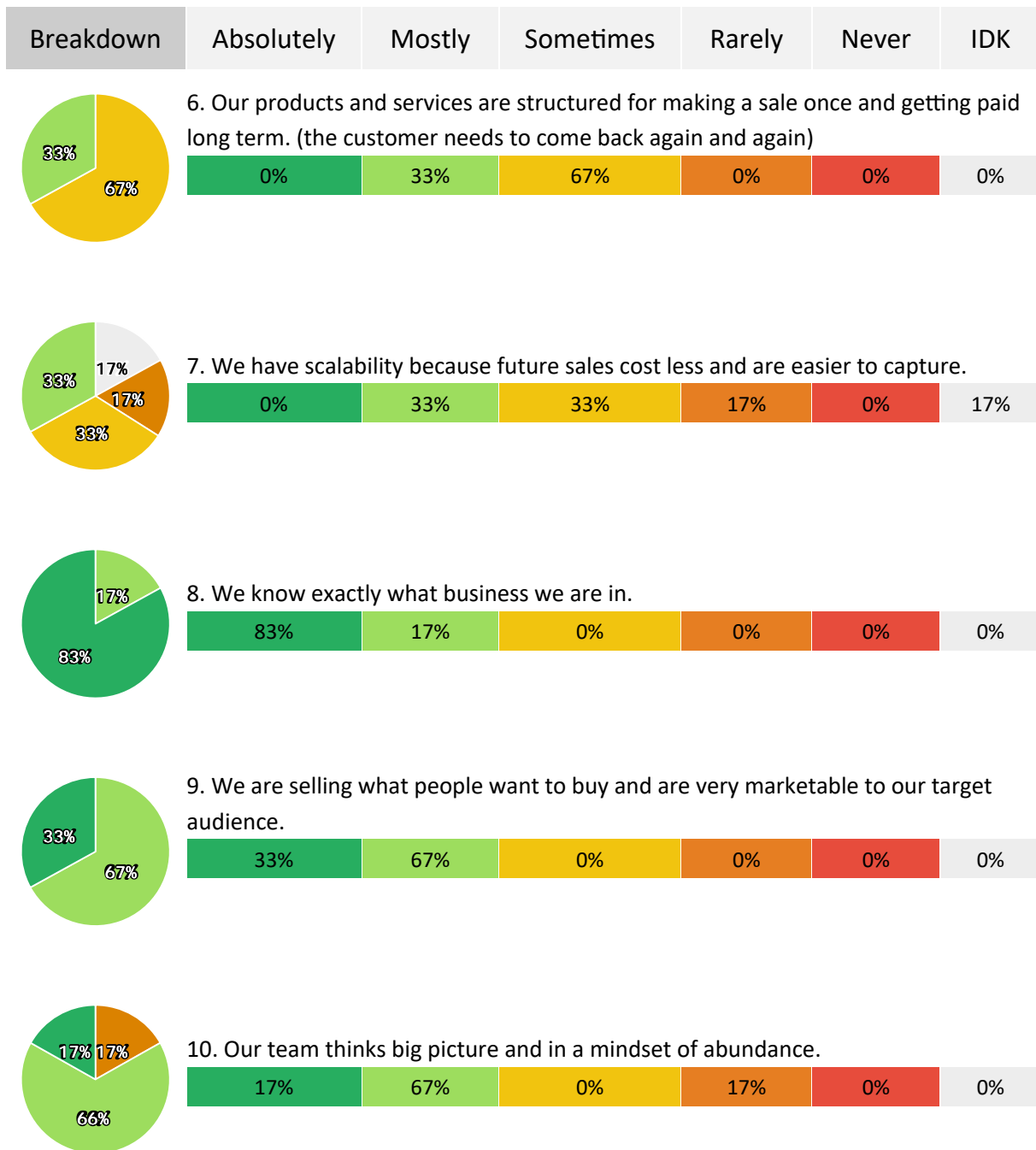
Total Responses Received: 6

## Strategy Discipline

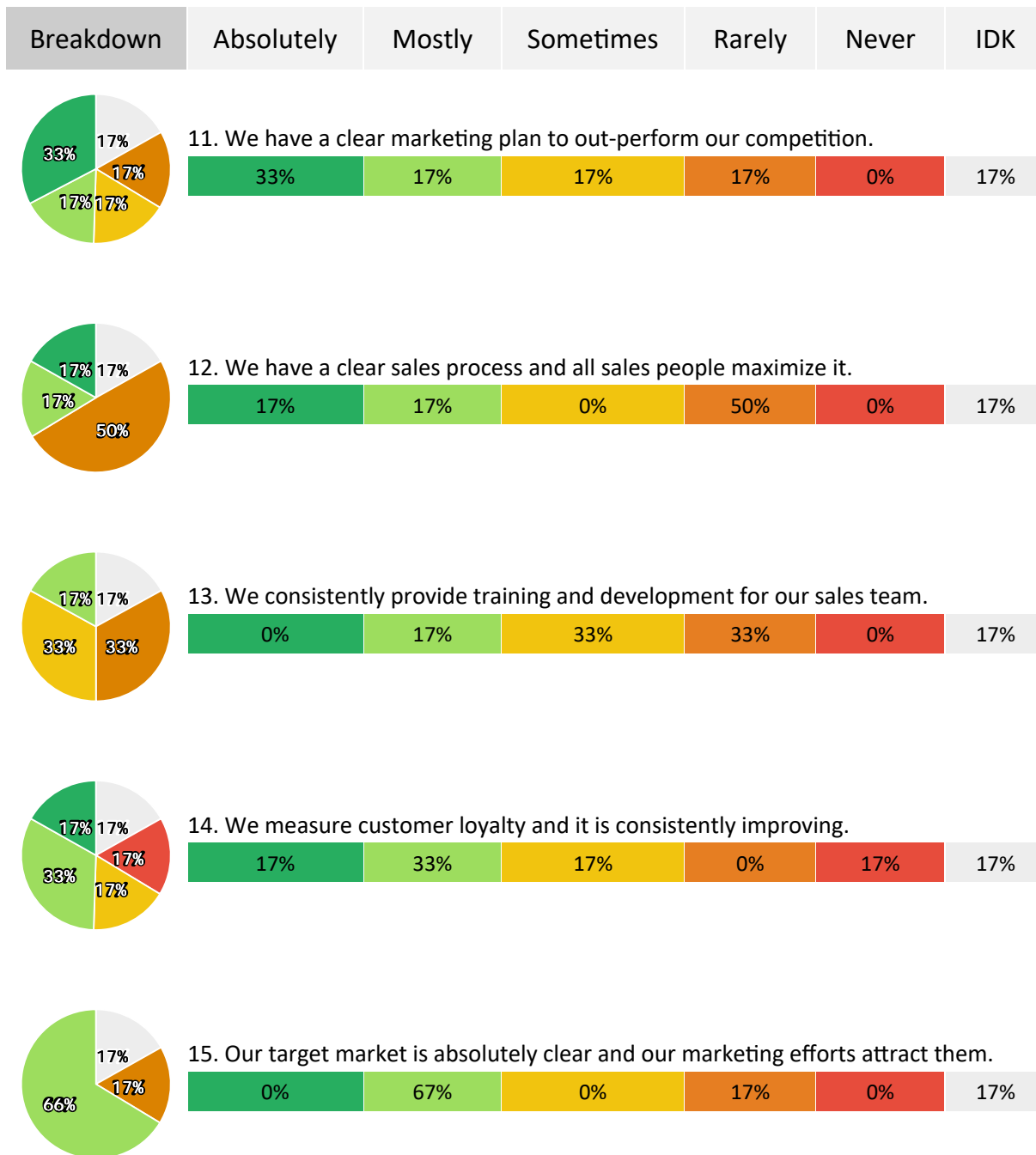




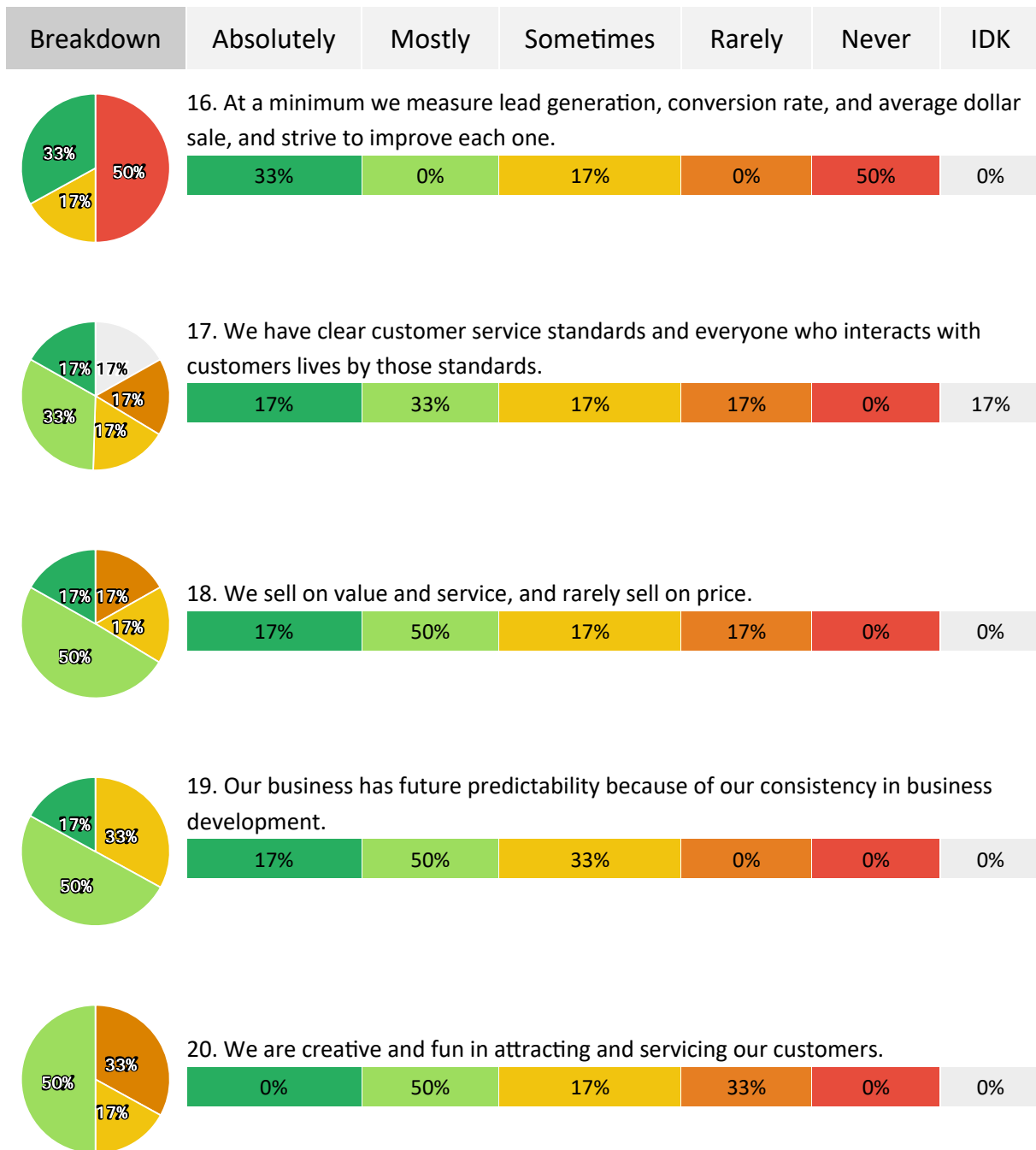
## Strategy Discipline



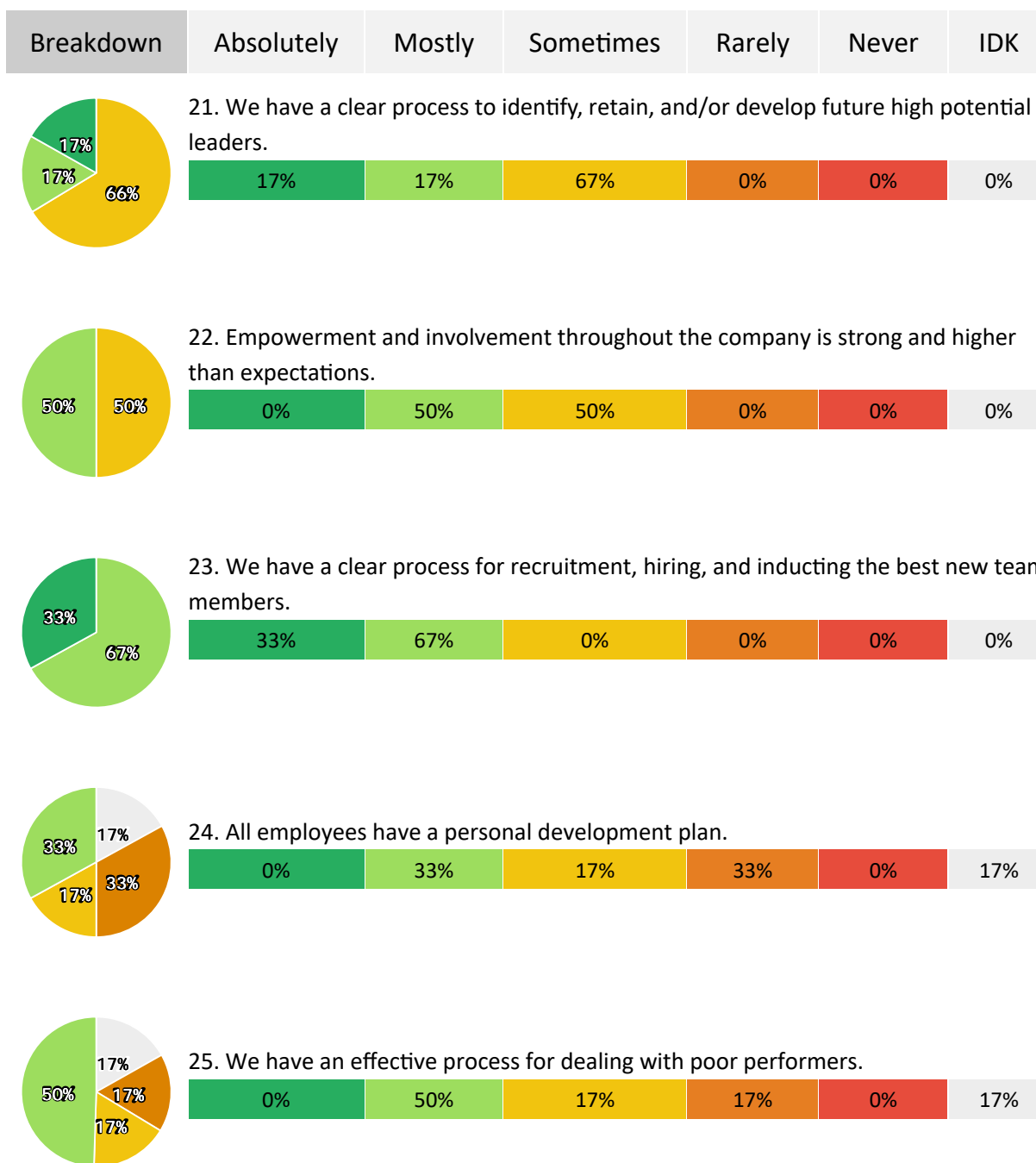
## Business Development Discipline



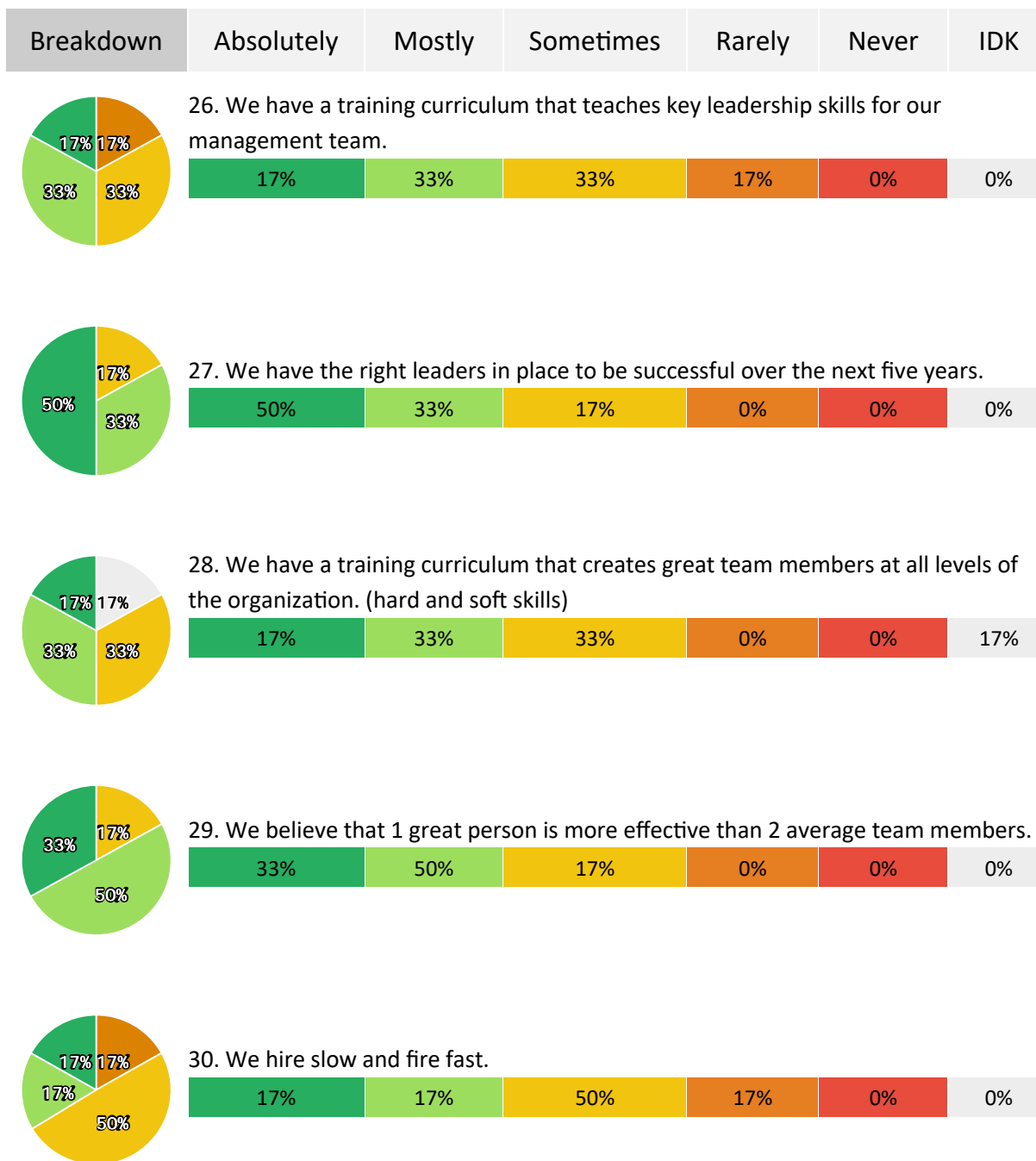
## Business Development Discipline



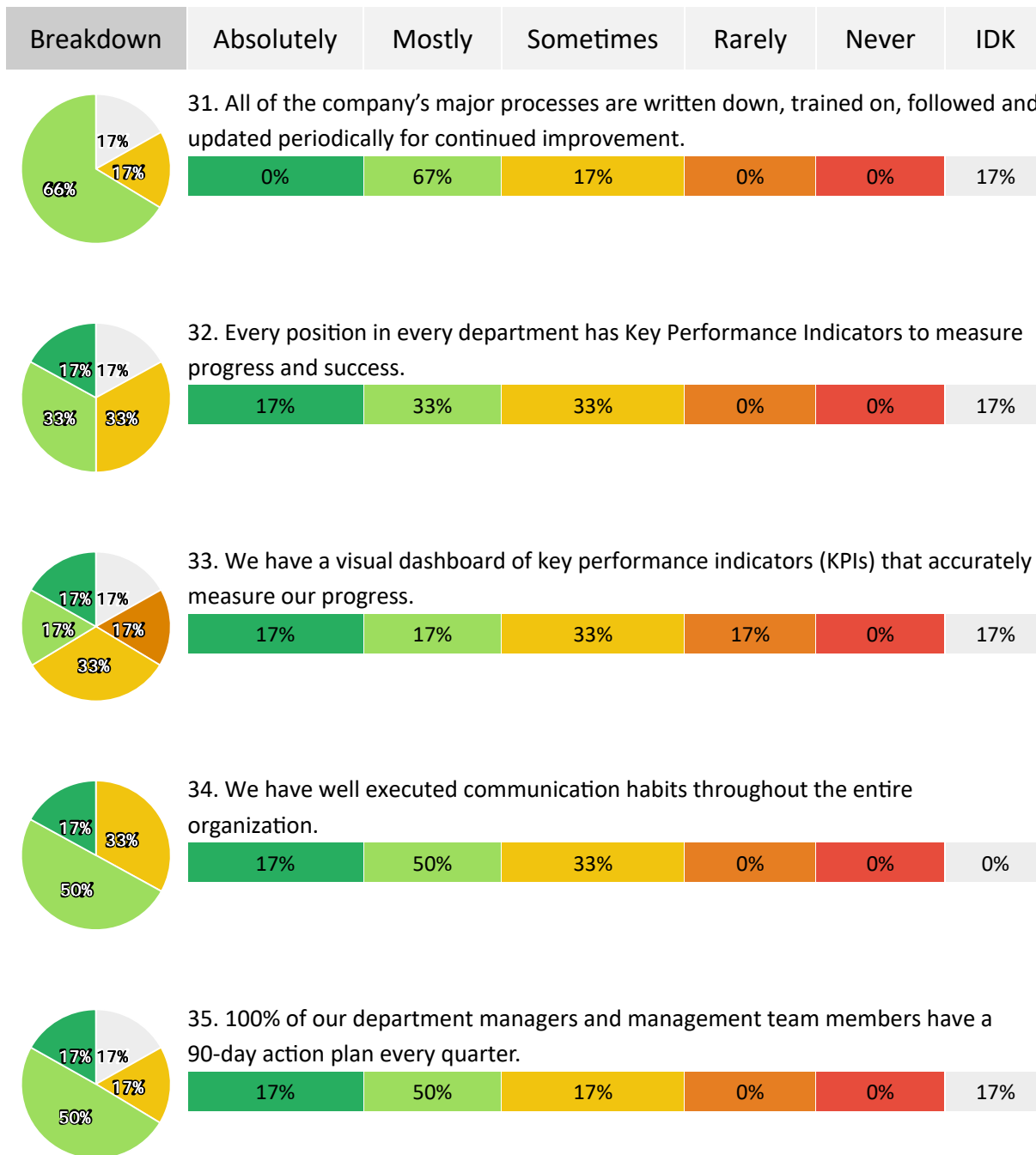
## People Discipline



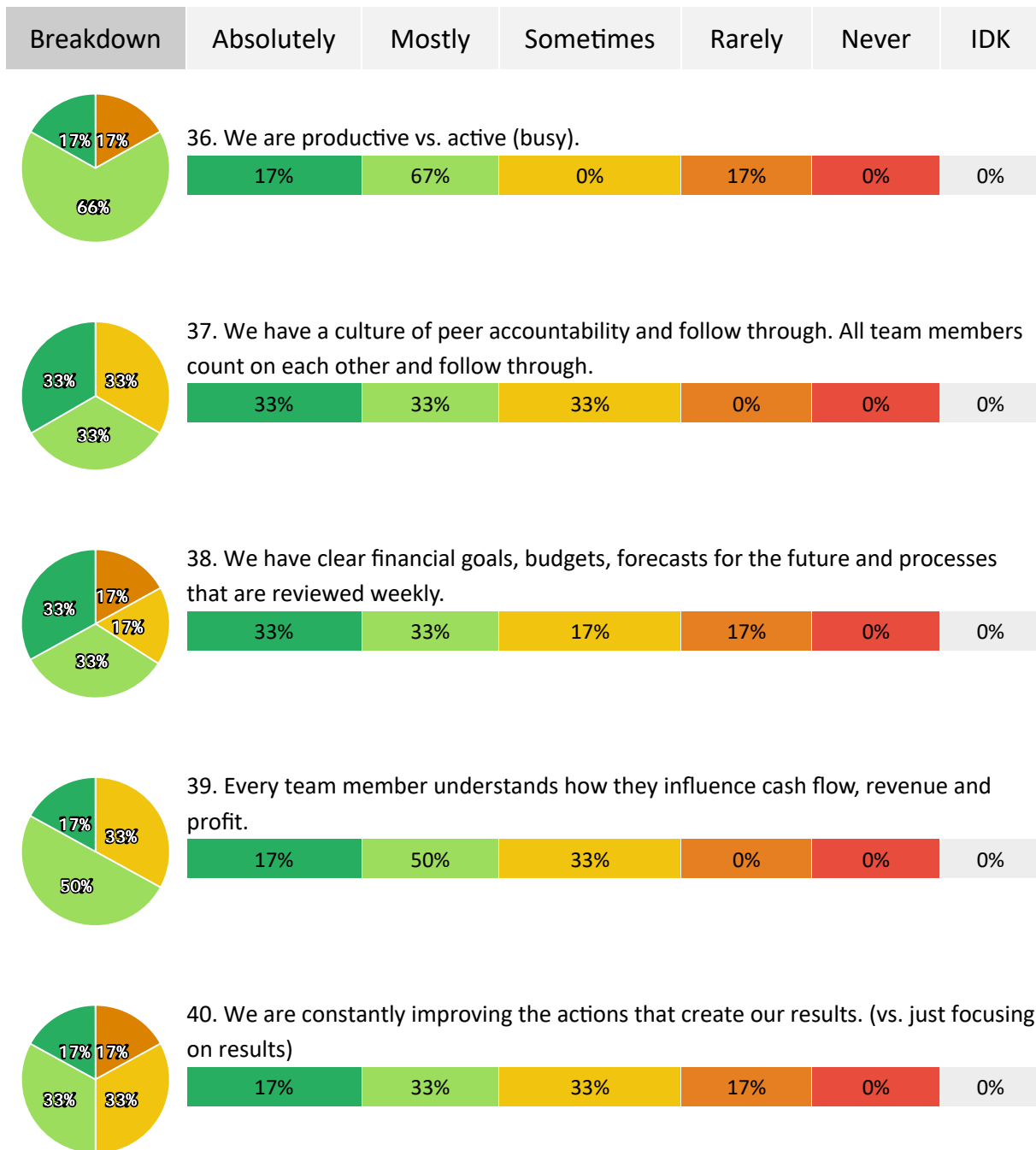
## People Discipline



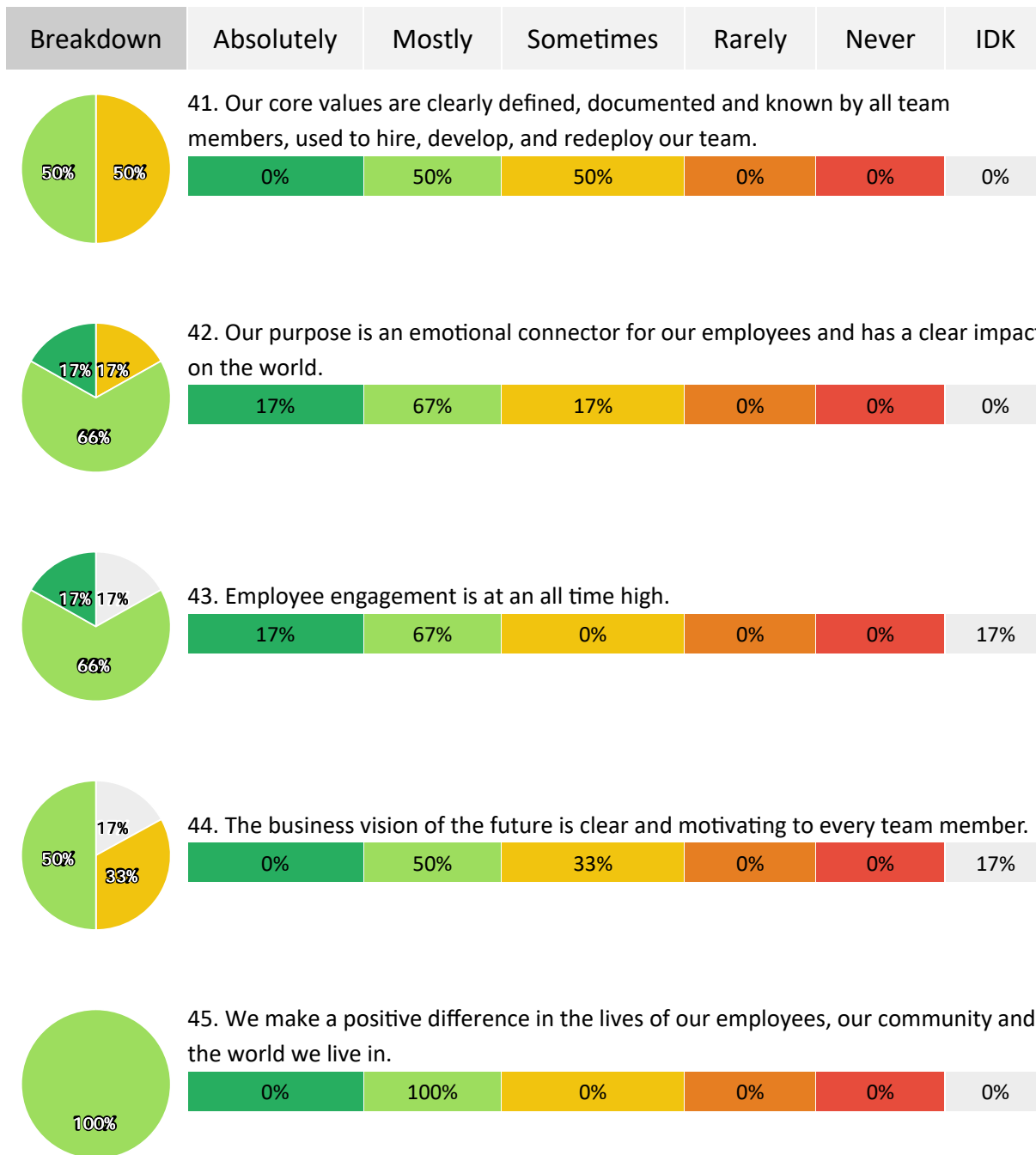
## Execution Discipline



## Execution Discipline

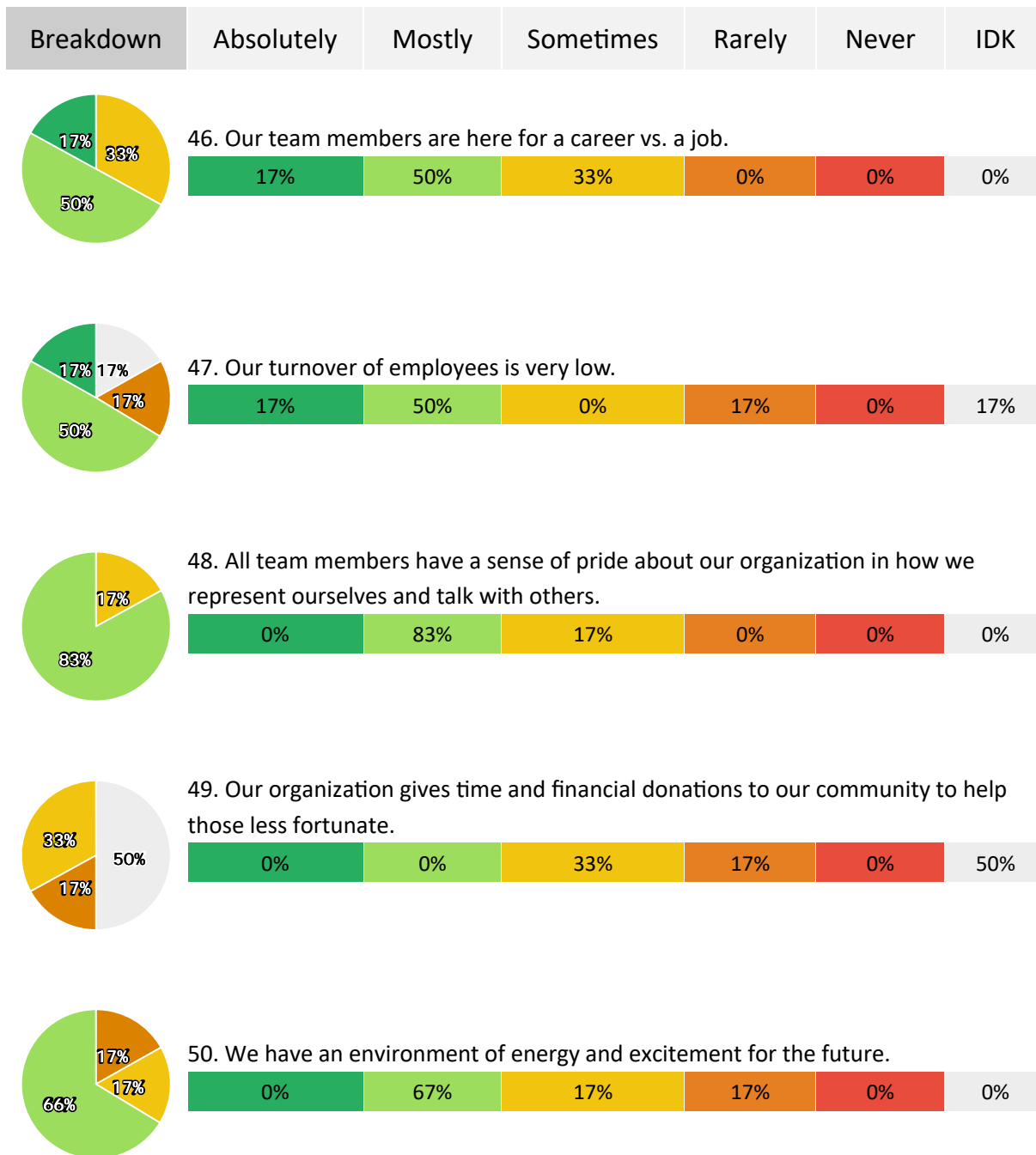


## Mission Discipline





## Mission Discipline



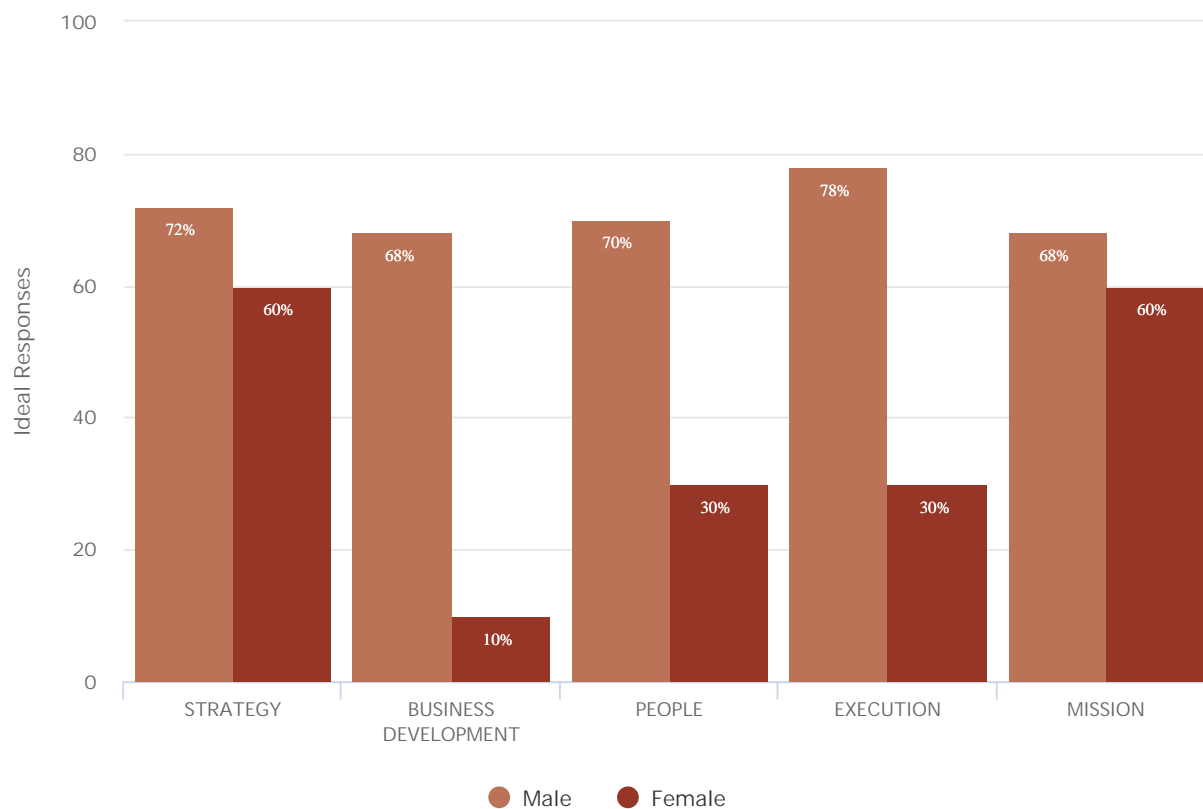
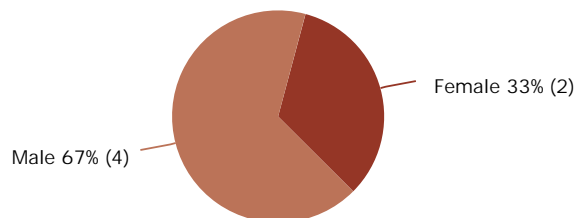
## Summary by Discipline and Gender

### CALCULATION

### SUMMARY

Percentages below represent the summary by Gender.

### GENDER

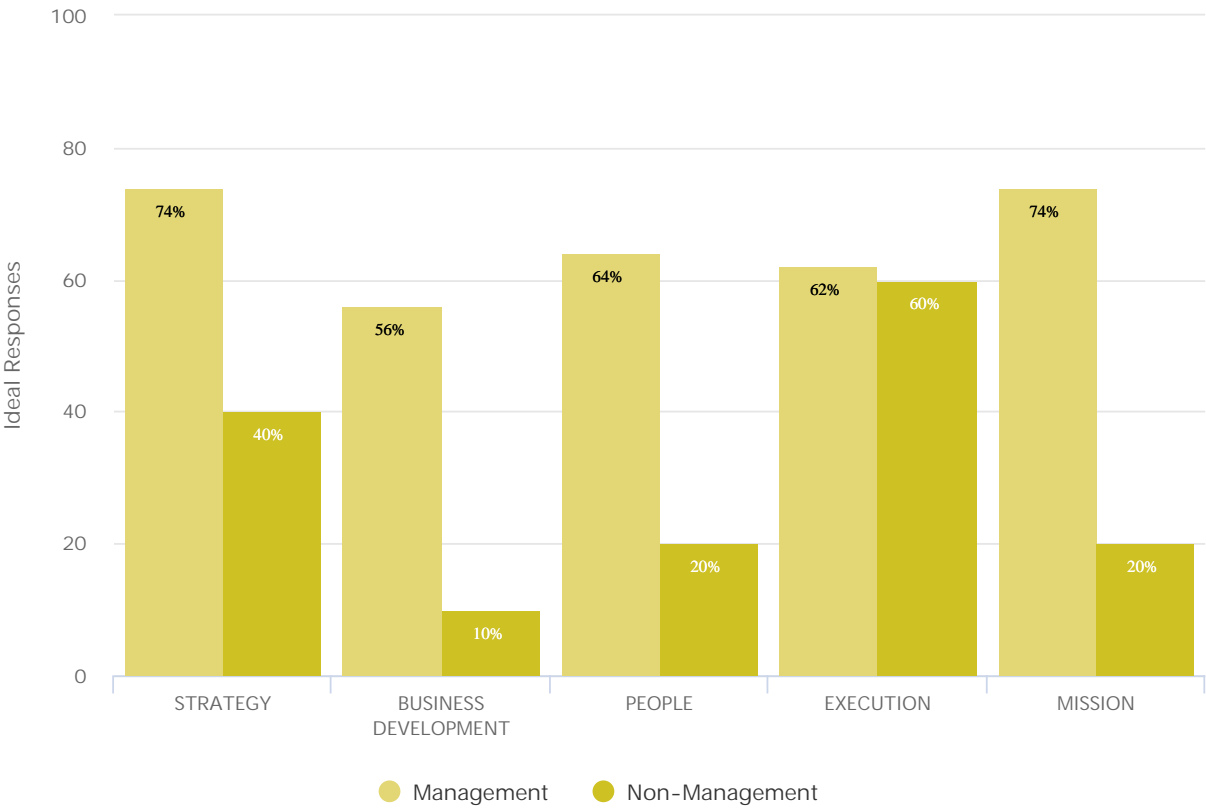
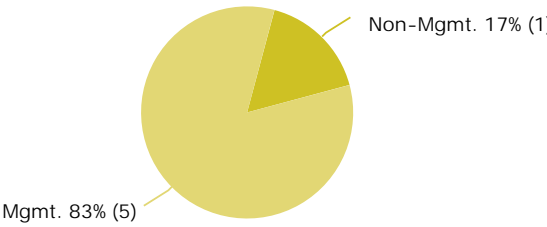


## Summary by Discipline and Role

### CALCULATION SUMMARY

Percentages below represent the summary by Role.

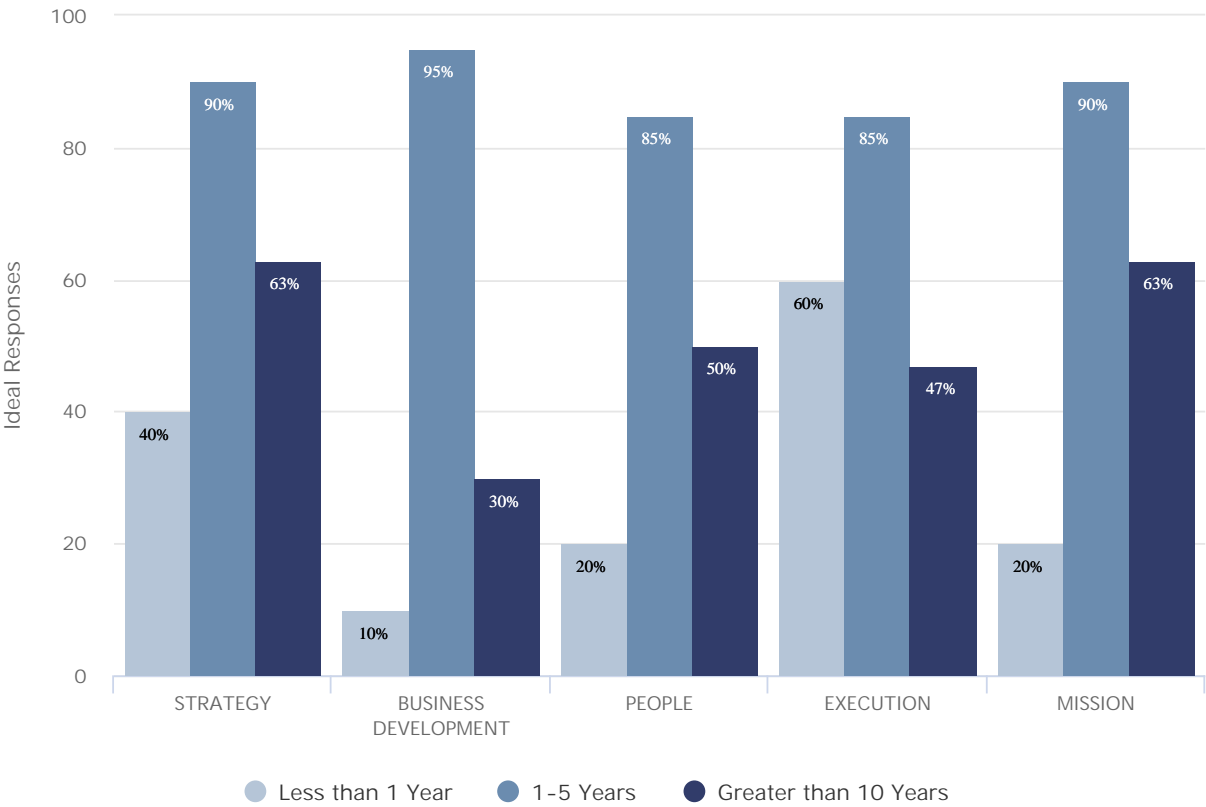
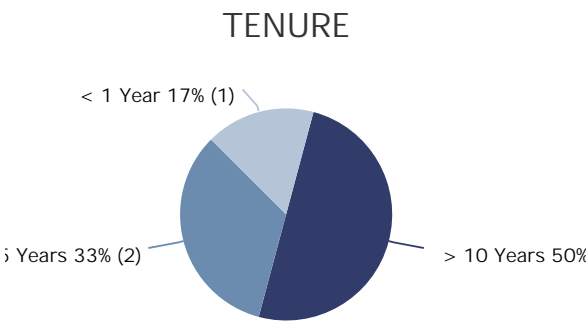
### ROLE



## Summary by Discipline and Tenure

### CALCULATION SUMMARY

Percentages below represent the summary by Tenure.

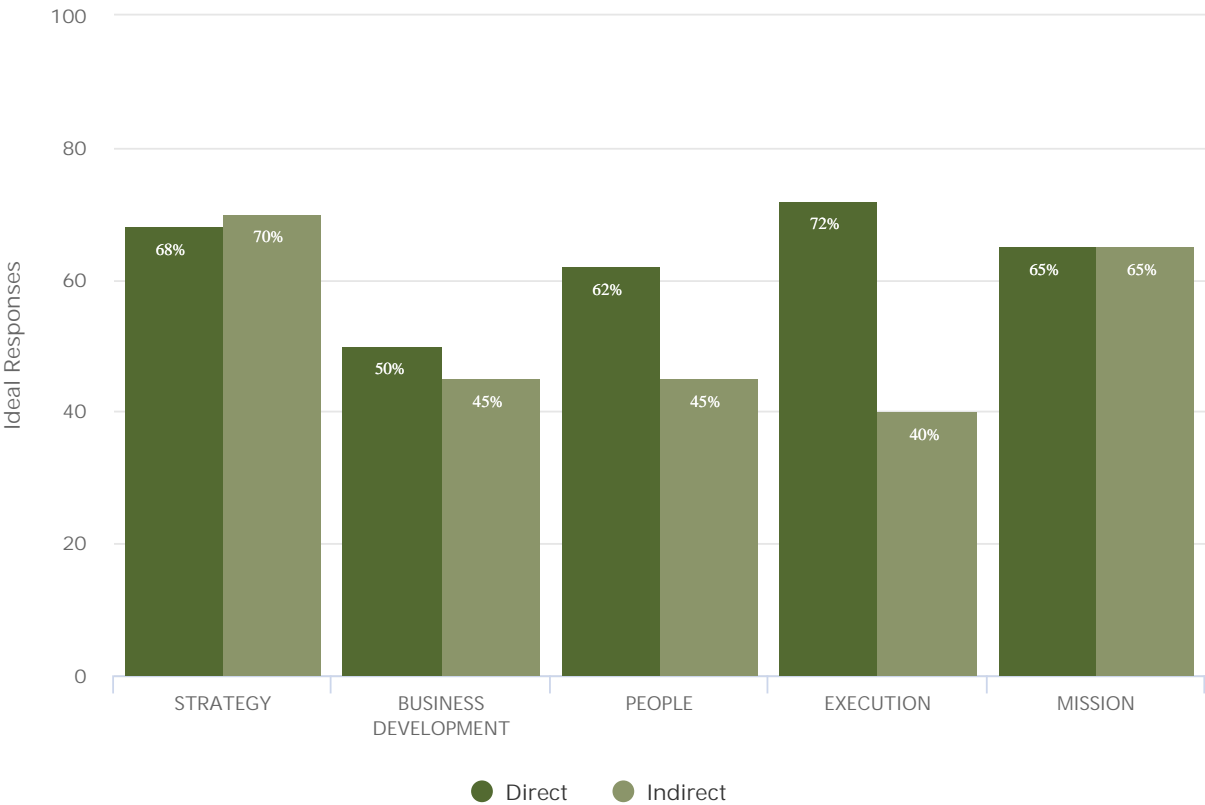
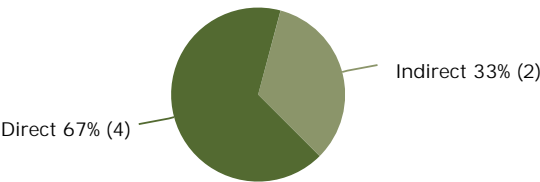


## Summary by Discipline and Level of Customer Interaction

### CALCULATION SUMMARY

Percentages below represent the summary by Level of Customer Interaction.

### LEVEL OF CUSTOMER INTERACTION













## Performance Strengths & Concerns

PERFORMANCE STRENGTHS - Participant summary percentages greater than 80%




PERFORMANCE CONCERNS - Participant summary percentages less than 30%

Your goal for Performance Strengths is to maintain and support these positive behaviors and beliefs. Conversely, your goal for Performance Concerns is to prioritize your top concerns and determine the appropriate actions to close those gaps.

### PERFORMANCE STRENGTHS




IDEAL RESP.	STATEMENT
 100%	5. Our company is positioned for long term sustainability because of the opportunity in the market that we fill.
 100%	8. We know exactly what business we are in.
 100%	9. We are selling what people want to buy and are very marketable to our target audience.
 100%	23. We have a clear process for recruitment, hiring, and inducting the best new team members.
 100%	45. We make a positive difference in the lives of our employees, our community and the world we live in.
 83%	1. 100% of our management and our entire team can clearly articulate our strategic direction and plan.
 83%	10. Our team thinks big picture and in a mindset of abundance.
 83%	27. We have the right leaders in place to be successful over the next five years.
 83%	29. We believe that 1 great person is more effective than 2 average team members.
 83%	36. We are productive vs. active (busy).

### PERFORMANCE CONCERNS

IDEAL RESP.	STATEMENT
 0%	49. Our organization gives time and financial donations to our community to help those less fortunate.
 17%	3. We spend more time being proactive towards our goals vs reactive.
 17%	13. We consistently provide training and development for our sales team.

## Performance Strengths & Concerns

### PERFORMANCE STRENGTHS

IDEAL RESP.	STATEMENT
 83%	42. Our purpose is an emotional connector for our employees and has a clear impact on the world.
 83%	43. Employee engagement is at an all time high.
 83%	48. All team members have a sense of pride about our organization in how we represent ourselves and talk with others.

### PERFORMANCE CONCERNS

IDEAL RESP.	STATEMENT
	No Performance Concerns