

# Organizational Development

# A Teamwide 5 Disciplines Assessment

Report For: Sample Group Date: 6/11/2025 Participants: 16

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### **Introduction to Organizational Development**

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 <u>sustainable</u>, <u>predictable</u>, <u>stable</u>, <u>consistent</u> and has an <u>emotional connection</u>. 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 <u>sustainable</u>, <u>predictable</u>, <u>stable</u>, <u>consistent</u>, and has an <u>emotional connection</u>.

In order to be *sustainable*, we must have a clear <u>Strategy</u>. 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 <u>Business Development</u> 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 <u>People</u>, 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 <u>Execution</u>. 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 <u>Mission</u>. 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; <u>Strategy</u>, <u>Business</u> <u>Development</u>, <u>People</u>, <u>Execution</u> and <u>Mission</u>. 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?

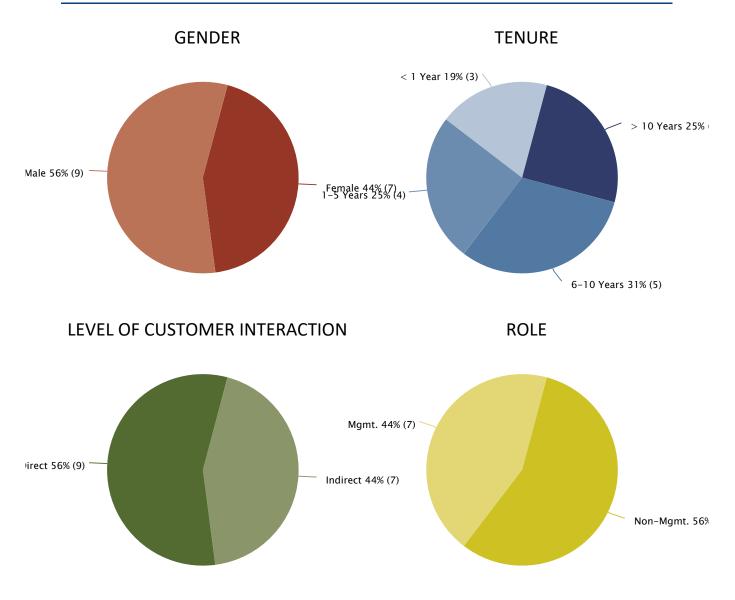
#### **Discipline Summary**



PEOPLE	69%
EXECUTION	64%
MISSION	64%
TOTAL	61%

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

## **Demographic Summary**



#### Total Responses Received: 16

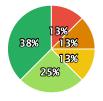
#### **Strategy Discipline**

Breakdown	Absolutely	Mostly	Sometimes	Rarely	Never	IDK
31%	1. 100% of our ma direction and plar	0	d our entire team	can clearly ar	rticulate our s	strategic
13%	31.25%	12.50%	25.00%	12.50%	12.50%	6.25%
13% 25%						



2. There is absolute clarity about our organizational priorities. And everyone knows how they support the priorities.

12.50%	56.25%	12.50%	6.25%	12.50%	0%

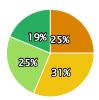


3. We spend more time being proactive towards our goals vs reactive.						
<b>37.50%</b> 25.00% 12.50% 12.50%	12.50% 0%	,				



4. We have identified and committed to long term goals and annual goals that support our future.

18.75%	31.25%	25.00%	6.25%	18.75%	0%
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5. Our company is positioned for long term sustainability because of the opportunity in the market that we fill.

18.75%	25.00%	31.25%	25.00%	0%	0%

# **Strategy Discipline**

Breakdown	Absolutely	Mostly	Sometimes	Rarely	Never	IDK
ыеакиоwп	Absolutely	wostly	Sometimes	Rarely	Never	IDK
19%13%	•		e structured for m s to come back aga	-	-	ing paid
31% 19%	18.75%	31.25%	18.75%	18.75%	12.50%	0%
25% 19%	7. We have scalat	ility because	future sales cost le	ess and are ea	isier to captu	re.
-6% 13%	25.00%	37.50%	12.50%	6.25%	18.75%	0%
36%	8. We know exact	ly what busin	ess we are in.			
38% 19%	37.50%	12.50%	18.75%	18.75%	12.50%	0%
13%19% 6%3% 31% 19%	9. We are selling audience.		vant to buy and ar	e very marke	table to our t	arget
31%	6.25%	31.25%	31.25%	18.75%	12.50%	0%
13%	10. Our team thin	ks big picture	and in a mindset	of abundance	<u>.</u>	
19%	37.50%	25.00%	18.75%	6.25%	12.50%	0%
25%						

Breakdown	Absolutely	Mostly	Sometimes	Rarely	Never	IDł
19%	11. We have a cle	ar marketing (	plan to out-perfor	m our compe	tition.	
31% <sup>19%</sup> 19%	31.25%	31.25%	18.75%	0%	18.75%	0%
31%						
25% <sup>6%</sup> 19%	12. We have a cle	ar sales proce	ss and all sales pe	ople maximiz	e it.	
13%	25.00%	37.50%	12.50%	18.75%	6.25%	0%
25% 19% 6% 25% 25%	interact with our o 25.00%	customers. 25.00%	25.00%	C 250/		
			23.00%	6.25%	18.75%	0%
13% 3%	14. We measure c		lty and it is consist			0%
	14. We measure c 12.50%					
13% 3% 13% 44% 19%	12.50%	ustomer loya 43.75%	lty and it is consist	ently improv 12.50%	ing. 12.50%	0% 0%
13% 3% 13% 44% 19%	12.50%	ustomer loya 43.75%	lty and it is consist 18.75%	ently improv 12.50%	ing. 12.50%	0%

# **Business Development Discipline**

Breakdown	Absolutely	Mostly	Sometimes	Rarely	Never	IDK
19%13%	16. At a minimum sale, and strive to		lead generation, co 1 one.	onversion rat	e, and averag	e dollar
38% <sup>25%</sup>	18.75%	37.50%	25.00%	6.25%	12.50%	0%
6% <u>19</u> %	17. We have clear customers lives by		vice standards and ards.	l everyone w	ho interacts v	vith
44% <b>13%</b>	6.25%	43.75%	18.75%	12.50%	18.75%	0%
6% <mark>1</mark> /3%			e, and rarely sell or			
56% 19%	6.25%	56.25%	18.75%	12.50%	6.25%	0%
13% 3%	19. Our business h development.	nas future pre	dictability because	e of our consi	stency in bus	iness
2000		nas future pre 37.50%	dictability because	e of our consi 12.50%	stency in busi 12.50%	iness 0%
13%	development. 12.50%	37.50%	-	12.50%	12.50%	
36% 25%	development. 12.50%	37.50%	25.00%	12.50%	12.50%	

# **Business Development Discipline**

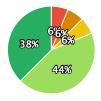
#### **People Discipline**

Breakdown	Absolutely	Mostly	Sometimes	Rarely	Never	IDK
19%13%	21. We have a cle leaders.	ar process to	identify, retain, and	d/or develop	future high p	otential
13% 13% 44%	18.75%	43.75%	12.50%	12.50%	12.50%	0%



22. Empowerment and involvement throughout the company is strong and higher than expectations.

25.00%	56.25%	0%	12.50%	6.25%	0%



23. We have a clear process for recruitment, hiring, and inducting the best new team members.

37.50%	43.75%	6.25%	6.25%	6.25%	0%



24. All employees	s have a perso	nal development p	olan.		
37.50%	31.25%	0%	31.25%	0%	

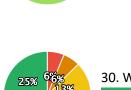


	25. We have an effective process for dealing with poor performers.								
	31.25%	37.50%	6.25%	18.75%	6.25%	0%			
7									

0%

## **People Discipline**

Breakdown	Absolutely	Mostly	Sometimes	Rarely	Never	IDK
31% 13%	26. We have a tra management tear	0	um that teaches ke	ey leadership	skills for our	
31% <u>13%</u> 13%	31.25%	31.25%	12.50%	12.50%	12.50%	0%
31%	27. We have the r	ight loadors i	n place to be succe	osful over the	a poyt five ve	arc
25%	18.75%	43.75%	25.00%	0%	12.50%	0%
4493	28. We have a tra	ining curriculi	um that creates gro	eat team mer	nbers at all le	evels of
25% 19%	the organization.	(hard and sof	t skills)			
36%	25.00%	37.50%	18.75%	18.75%	0%	0%
31%	29. We believe th	at 1 great per	son is more effecti	ve than 2 ave	erage team m	embers.
19%	31.25%	31.25%	18.75%	12.50%	6.25%	0%



31%

502

30. We hire slow and fire fast.		

13%						
	25.00%	50.0%	12.50%	6.25%	6.25%	0%
<del>2</del> 6						

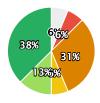
#### **Execution Discipline**

Breakdown	Absolutely	Mostly	Sometimes	Rarely	Never	IDK	
31. All of the company's major processes are written down, trained on, followed and updated periodically for continued improvement.							
69%	68.75%	6.25%	0%	12.50%	12.50%	0%	
0.5/1							



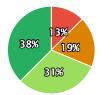
32. Every position in every department has Key Performance Indicators to measure progress and success.

31.25%	37.50%	12.50%	6.25%	12.50%	0%



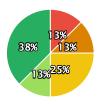
33. We have a visual dashboard of key performance indicators (KPIs) that accurately measure our progress.

37.50%	12.50%	6.25%	31.25%	6.25%	6.25%



34. We have well executed communication habits throughout the entire organization.

<b>37.50% 31.25% 0% 18.75% 12.50% 0%</b>
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35. 100% of our department managers and management team members have a 90-day action plan every quarter.

37.50%	12.50%	25.00%	12.50%	12.50%	0%

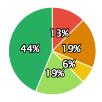
### **Execution Discipline**

Breakdown	Absolutely	Mostly	Sometimes	Rarely	Never	IDK
6% /19%	36. We are produ	ctive vs. active	e (busy).			
50% 6%	50.0%	18.75%	6.25%	18.75%	6.25%	0%
1923						



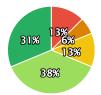
37. We have a culture of peer accountability and follow through. All team members count on each other and trust one another.

<b>31.25% 37.50% 6.25% 12.50% 12.50% 0%</b>
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38. We have clear financial goals, budgets, forecasts for the future and processes that are reviewed weekly.

43.75%	18.75%	6.25%	18.75%	12.50%	0%



39. Every team member understands how they influence cash flow, revenue and





40. We are constantly improving the actions that create our results. (vs. just focusing on results)

25.00%	37.50%	6.25%	18.75%	12.50%	0%

#### **Mission Discipline**

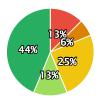
Breakdown	Absolutely	Mostly	Sometimes	Rarely	Never	IDK
25%	41. Our purpose i on the world.	s an emotiona	al connector for ou	r employees	and has a cle	ar impact
38%	37.50%	18.75%	6.25%	12.50%	25.00%	0%
19%5%						



		•	defined, documen o, and redeploy ou		n by all team	
5% %	37.50%	25.00%	6.25%	25.00%	6.25%	0%

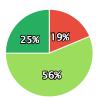


43. Employee eng	gagement is at	an all time high.			
25.00%	31.25%	18.75%	12.50%	12.50%	0%



44. The business direction for the future is clear and motivating to every team member.



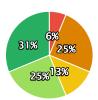


45. We make a positive difference in the lives of our employees, our community and the world we live in.

25.00%	56.25%	0%	0%	18.75%	0%

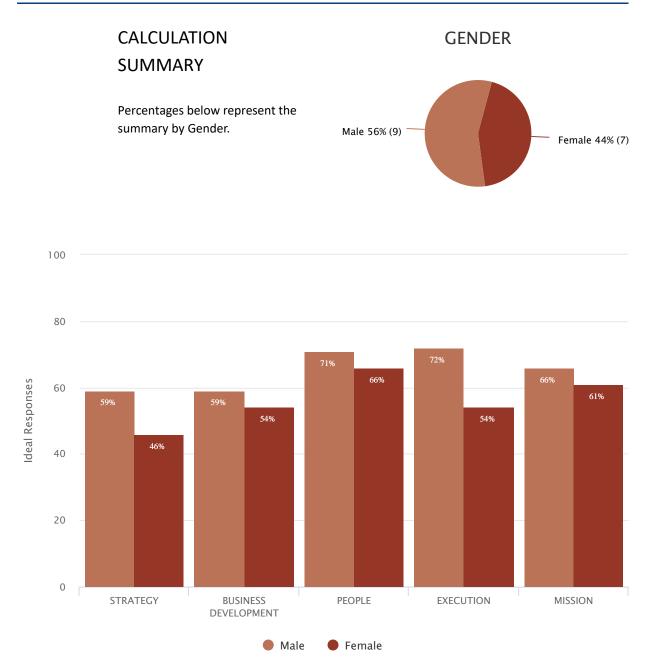
# **Mission Discipline**

Breakdown	Absolutely	Mostly	Sometimes	Rarely	Never	IDK
38% 93%	46. Our team men	nbers are her	e for a career vs. a	job.		
19%	37.50%	25.00%	18.75%	12.50%	6.25%	0%
25%	47. Our employee	retention is v	very high (employe	ee turnover is	low).	
13%	18.75%	50.0%	12.50%	0%	18.75%	0%
31% 93%	48. All team mem represent ourselv		•	t our organiz	ation in how	we
13%	31.25%	37.50%	12.50%	12.50%	6.25%	0%
38% 31% 13%	49. Our organizati those less fortuna	-	and financial don	ations to our	community t	o help
1200	31.25%	37.50%	12.50%	6.25%	12.50%	0%
38%						

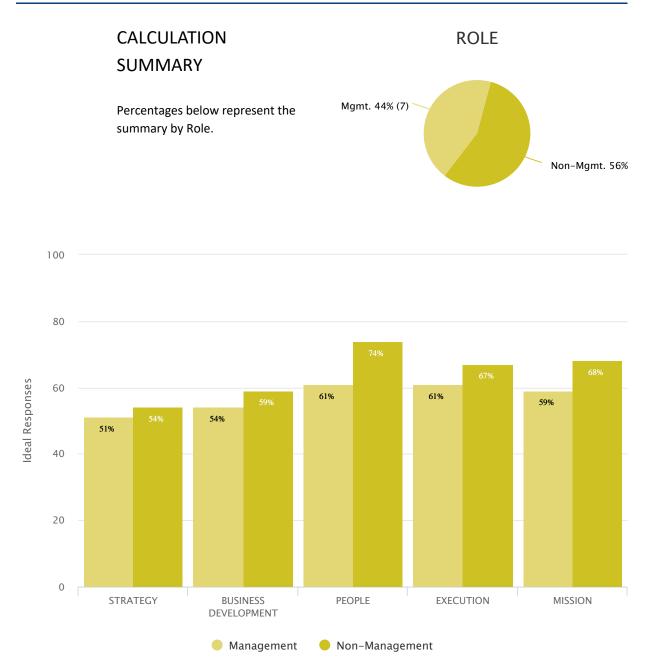


	50. We have an e	environment of	f energy and excite	ement for the	future.	
<b>31.25% 25.00% 12.50% 25.00% 6.25% 0%</b>	31.25%	25.00%	12.50%	25.00%	6.25%	0%

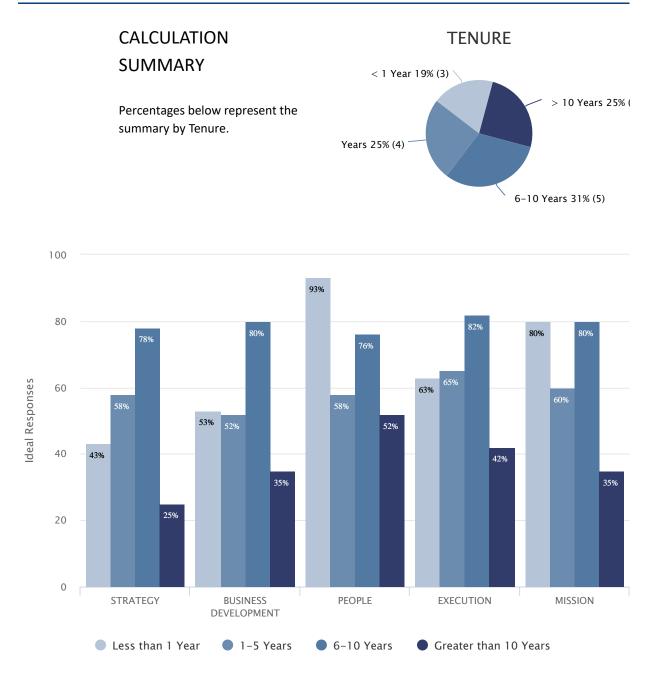
## Summary by Discipline and Gender



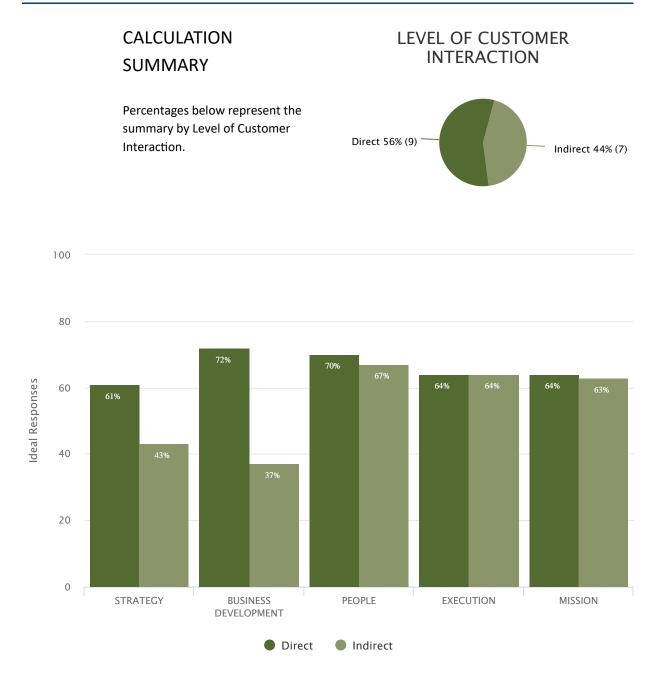
## Summary by Discipline and Role



#### Summary by Discipline and Tenure



#### Summary by Discipline and Level of Customer Interaction



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### **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

#### PERFORMANCE CONCERNS

IDEAL RESP.	STATEMENT	IDEAL RESP.	STATEMENT
181%	22. Empowerment and involvement throughout the company is strong and higher than expectations.	No Performance Concerns	
181%	23. We have a clear process for recruitment, hiring, and inducting the best new team members.		
181%	45. We make a positive difference in the lives of our employees, our community and the world we live in.		



## **Participant List**

Anabelle Anderson Christy Clayborne John Doe Frank Fellows Harriet Henderson Betty Jackson Bob Jones Jackie Parsons Bryant Black Dale Dillinger Eddie Edwards Gretchen Griffiths Ian Ingles Jack Jerry Jane Jones Sally Smith