

Ch1 | *Vivid Vision*

Effectiveness Audit

Below is a brief audit to help you determine how well your organization is doing on the key items outlined in this chapter. It is essential that you be completely honest in how you score the questions. This is not an exercise to get the highest score; it is a diagnostic tool to discover areas that need focus and improvement. On a scale of 1 to 10, with **one being strongly disagree** and **ten being strongly agree**, how would you score the following statements?

1. We have a clear, vivid and compelling vision that is extremely well-communicated throughout our entire organization _____
2. Our organization has a deeply-held set of guiding principles/core values that drives every aspect of how we do business _____
3. We do not allow anyone to consistently violate the values and remain employed in this organization _____
4. There is a strong and focused shared sense of direction throughout the entire organization _____
5. Everyone in this company understands exactly why this organization exists and what we are trying to accomplish _____
6. People throughout the organization are inspired by our mission and vision _____

Audit Scoring Key

A score of 9-10 indicates strength in your organization.

A score of 7-8 is a good score, but has room for improvement.

A score of 5-6 is an area of concern – this score needs to be brought up because if it heads in the other direction it could lead to serious issues.

A score of 3-4 is in the danger zone and requires attention and resources to get it moving up the scale quickly.

A score of 1-2 is an emergency and should be dealt with immediately.