

PINNACLE BASELINE ASSESSMENT



Complete the following assessment individually.

Rating: 1 is weak & 5 is strong

	1	2	3	4	5
1. We have Right People in the Right Seats (doing the Right Things Right) throughout the organization.	☐	☐	☐	☐	☐
2. We have clearly defined what GREAT looks like in each seat (in writing + easy to understand).	☐	☐	☐	☐	☐
3. We have a high level of trust and rapport on the Leadership Team and throughout the organization.	☐	☐	☐	☐	☐
4. We consistently reward and recognize our people based on our defined/shared Values/Principles.	☐	☐	☐	☐	☐
5. Our long-term Vision and Plan are clear, updated, and communicated Quarterly.	☐	☐	☐	☐	☐
6. Everyone in the organization knows Why we exist, Where we are going, and Wants to be part of The Journey.	☐	☐	☐	☐	☐
7. We regularly "strength-test" and improve our strategy with clear differentiation (brand promises + differentiating activities).	☐	☐	☐	☐	☐
8. Our ideal client(s) are clearly defined and we are laser focused on them.	☐	☐	☐	☐	☐
9. Our "Playbook" is documented, simplified and is driving the results we want.	☐	☐	☐	☐	☐
10. Each Play (Process) we run is practiced regularly, performed at a high-level, and has clear ownership/accountability.	☐	☐	☐	☐	☐
11. The way we attract, serve and develop our customers is consistent, clear and differentiates us from competitors.	☐	☐	☐	☐	☐
12. The way we attract, hire, retain and develop our people is clear, consistent and helps drive engagement.	☐	☐	☐	☐	☐
13. Each person throughout the organization is part of a regular weekly tactical meeting and/or daily "stand-up."	☐	☐	☐	☐	☐
14. Every week, each Team/Department works to overcome obstacles and identify opportunities.	☐	☐	☐	☐	☐
15. Everyone knows what "winning the week" looks like - as a company and as an individual.	☐	☐	☐	☐	☐
16. We have clearly identified what drives sustainable momentum in our business.	☐	☐	☐	☐	☐
17. All team members consider and share ideas on how we can become more efficient (make things better, faster, cheaper, easier).	☐	☐	☐	☐	☐
18. Our differentiated activities enable us to sustain higher profit margins.	☐	☐	☐	☐	☐
19. Everyone in the company understands our #1 most critical company metric.	☐	☐	☐	☐	☐
20. Clarifying, simplifying and moving the needle every 90 days has become part of our DNA.	☐	☐	☐	☐	☐

Combined Total % (Shooting for 100):

