Non-Negotiable Leadership Rules for Stage 1

Sally/Team
Sample Company
7-18-2013

Non-Negotiable Leadership Rules for Stage 1

The 5 Non-Negotiable Leadership Rules for each stage of growth are a much more detailed view of critical issues your company is facing as it goes from Stage 1 to Stage 7.

The Non-Negotiable Leadership Rules are designed to provide you direction and encourage you to look for answers on each of the rules. As you explore the rules with your management team, the opportunity to gain clarity and alignment around those critical issues the company is experiencing is ever present.

Your overall Non-Negotiable Leadership Rules for Stage 1 Score:

60%
Overall
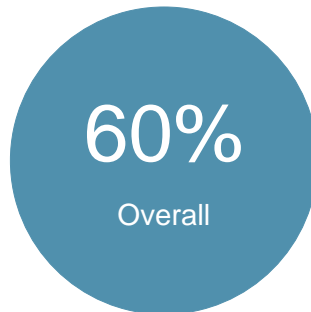
1. Generate, track and preserve cash.	49%
2. Focus 80% of your resources on selling the 2 - 3 offerings with the best margins.	64%
3. Hire, first, for "how the person fits in with the team" and second, for how competent they are.	61%
4. Waste no time trying to 'stabilize' your company, embrace chaos, command the team and inspire the employees.	65%
5. Establish a performance mindset, feedback loop and employee development with regular one-on-one meetings.	59%

Non-Negotiable Leadership Rules for Stage 1

Your overall stage score is an average of the following five team averages.

Non-Negotiable Leadership Rules for Stage 1

1. Generate, track and preserve cash.

| 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

49%
Your Team

2. Focus 80% of your resources on selling the 2 - 3 offerings with the best margins.

| 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

64%
Your Team

3. Hire, first, for "how the person fits in with the team" and second, for how competent they are.

| 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

61%
Your Team

4. Waste no time trying to 'stabilize' your company, embrace chaos, command the team and inspire the employees.

| 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

65%
Your Team

5. Establish a performance mindset, feedback loop and employee development with regular one-on-one meetings.

| 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

59%
Your Team

Growth Curve Assessment

Non-Negotiable Leadership Rules for Stage 1: Sally's Answers

Rule	Person	Team
1. Generate, track and preserve cash.	**31%**	avg: 49%
1. Create a weekly company key health indicator report to keep track of critical data.	30%	avg: 44% range: 51% min: 24% max: 75%
2. The company uses a simple budget and a six to eight week rolling cash flow system to help manage cash.	25%	avg: 52% range: 55% min: 25% max: 80%
3. There is a company focus on getting new customers and increasing transaction frequency to build top line revenue.	40%	avg: 52% range: 59% min: 26% max: 85%
2. Focus 80% of your resources on selling the 2 - 3 offerings with the best margins.	**66%**	avg: 64%
4. The company organizes and focuses 80% of its marketing, sales and customer service resources on its 3 top offerings.	60%	avg: 62% range: 45% min: 40% max: 85%
5. The company's product/service "production output" (how work gets done) is organized and results are tracked.	70%	avg: 66% range: 23% min: 52% max: 75%
6. The company's financial reporting tells what the company's cost of goods + gross margins are on all product/service offerings sold.	70%	avg: 64% range: 41% min: 39% max: 80%
3. Hire, first, for "how the person fits in with the team" and second, for how competent they are.	**71%**	avg: 61%
7. There is a written, clear profile of the criteria of a "good company fit" regarding hiring new employees.	50%	avg: 65% range: 48% min: 49% max: 97%
8. The company has established written roles and responsibilities for all staffing positions.	85%	avg: 60% range: 60% min: 25% max: 85%
9. The company has an established interview process to screen all new job applicants.	80%	avg: 60% range: 63% min: 22% max: 85%
4. Waste no time trying to 'stabilize' your company, embrace chaos, command the team and inspire the employees.	**65%**	avg: 65%
10. Leaders consistently set the company's priorities and clearly communicate them to the staff.	65%	avg: 60% range: 87% min: 1% max: 88%
11. Leaders in the company insure that all staff have a clear mission, set of instructions and practical goals to reach.	65%	avg: 76% range: 40% min: 60% max: 100%
12. Leaders in the company make sure employees have a compelling vision for the future regularly set before them.	65%	avg: 61% range: 56% min: 34% max: 90%
5. Establish a performance mindset, feedback loop and employee development with regular one-on-one meetings.	**60%**	avg: 59%
13. There are agreed upon, clear performance expectations with every employee.	75%	avg: 59% range: 39% min: 36% max: 75%
14. There is an effective, organized template for employee skill development.	40%	avg: 52% range: 42% min: 38% max: 80%
15. Leaders consistently gather/give feedback in regular manager/employee one-on-one meetings.	65%	avg: 68% range: 32% min: 57% max: 89%