

ARE YOU BEING STRATEGIC?

Evaluate how strategically you run your business by addressing the following:

	YES	NO
1. We have a strategic plan for the next 3 years.		
2. Our business is specialized.		
3. All team members understand our strategic plan and our specialties.		
4. We constantly work to be different from our competitors.		
5. We regularly review our competitors' websites.		
6. We regularly solicit the opinions of our customers.		
7. We periodically introduce new products and services.		
8. We have regular "all hands" meetings, to which everyone in the company is invited.		
9. We regularly solicit the opinions of our team members.		
10. We have a budget and we monitor our performance on a regular basis.		
11. We have information systems that allow us to make good decisions.		
12. We do a SWOT analysis every year.		
13. We have a viable succession plan in place.		
14. We are well rewarded for our efforts.		
15. We know where we're going and how we're going to get there.		
How did you do? TOTAL		