

Customer Centric • Strategy • People • Process

DIRECTIONS

This graph (page 2) can be used prior to conducting the complete DIALOG survey to ascertain where management thinks the organization is. First, mark the graph based on your perception of where the organization is in each category (overall rating should be done last). Second, have each member of the management team mark on each bar where he or she thinks the organization is for each of the categories. Third, compare your graph with each member of the management team. This exercise alone will more than likely show that there is **NOT** agreement at the executive level thus increasing the importance of conducting the complete DIALOG survey.



BRIEF DESCRIPTION OF THE INSTRUMENT

D.I.A.L.O.G (**D**ata **I**ndicating the **A**lignment of **O**rganizational **G**oals) is an organizational assessment instrument, based on the Baldrige Program, to address strategic, customer, and process issues. It will identify any disconnects. This instrument will allow you to rapidly chart where your organization is strategically, as well as, from an organizational excellence standpoint and assist in determining whether or not your people...

- ✓ understand your strategy,
- ✓ are committed to your overall goals (and aligned),
- ✓ are creatively involved in meeting customer needs, and
- ✓ are encountering obstacles in achieving your goals.

The instrument focuses on seven categories called the **Criteria For Excellence**: Leadership; Strategic Planning; Customer Focus; Information & Analysis; Human Resource Development and Management; and Business Results.

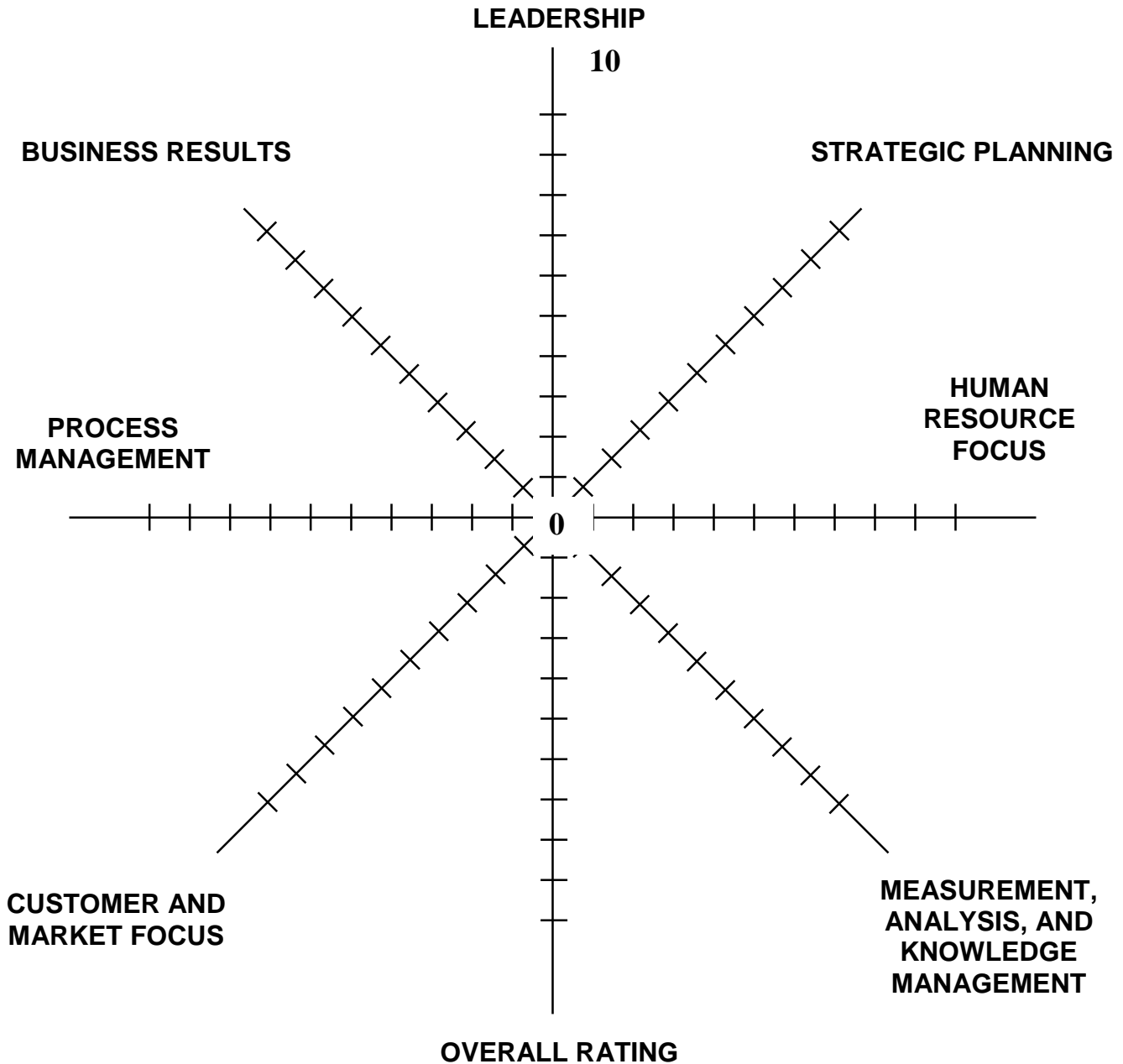
Upon completion of the assessment a summary report is presented identifying, for management, which categories need to be addressed; focusing on what is important now.

If any of these symptoms sound familiar: profitability is slipping; customers defecting; employee turnover high; market share is eroding; internal conflict is the order of the day; you spend more time reacting to competition; or the best reason of all – *you just want to improve!* - **Call for a free consultation.**

THE RESULTS COULD INCLUDE

• Reduced Costs	• Improved profitability
• Improved market share	• Increased customer responsiveness
• Increased revenues	• Improved customer satisfaction and loyalty
• Increased speed and accuracy	• Increased stockholder value

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**Mark on each bar where you think the organization is.
The closer to the center - the lower the score.**