



# How are we doing?

ORGANIZATION:

PRODUCT/SERVICE/  
MARKET:

Use this worksheet to examine the factors that lead to success in the market in which your organization or unit operates. First, determine what factors are critical to success on this page. Then, on the reverse side, for the critical success factors only, assess your performance against competitors, benchmarks, norms or standards. For critical factors where performance falls short develop corrective actions. Where performance is strong develop strategies to preserve & build on the strength.

## SUCCESS FACTORS

RATING SCALE: 1=absolutely not essential 3=nice, but not essential  
5=important to success 7=very important to success 9= absolutely critical to success

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<b>CRITICAL SUCCESS FACTORS</b> <b>IN ORDER OF IMPORTANCE</b> <i>How would you measure performance in each factor?</i>	<b>PERFORMANCE RATING</b> <small>RATING SCALE: 1=clearly dismal!!!  3=comparatively weak 5=middle of pack  7=comparatively strong 9= clearly outstanding!!!!</small>	<b>ACTION</b> <i>How do we build on success? eliminate our weaknesses?</i>
1.	1 2 3 4 5 6 7 8 9 COMMENTS	
2.	1 2 3 4 5 6 7 8 9 COMMENTS	
3.	1 2 3 4 5 6 7 8 9 COMMENTS	
4.	1 2 3 4 5 6 7 8 9 COMMENTS	
5.	1 2 3 4 5 6 7 8 9 COMMENTS	
6.	1 2 3 4 5 6 7 8 9 COMMENTS	



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