

Are You A World Class Leader?

WORLD CLASS LEADERSHIP

Self - Assessment

50 Question Analysis Of The
Leadership Behavior & Practices
That Create
A World Class Organization

WORLD CLASS LEADERSHIP SELF ASSESSMENT

World Class Leadership is defined as taking the steps and actions that produce a world class enterprise where customers refer to you as 'World Class'. The World Class Leadership Self Assessment measures the predictors of creating a customer focused organization, where customer preference, loyalty, return and recommend rate reach distinctly higher levels. Organizations, which are led to these high levels of performance in the eyes of the customer, are 'known as the best' with the highest levels being known as 'World Class'. This valuable self assessment and personal improvement process will measure to what extent you are effectively leading the people and circumstances in your organization, business or department to produce world class results.

There are three steps to this assessment:

- 1) Complete the questions and rate yourself on a 1 (lowest) to 10 (highest) scale. Answer each question on the assessment.
- 2) Calculate mean scores for each category, as well as an overall leadership mean score. Plot your results on the World Class Leadership Impact Chart.
- 3) Develop a personal improvement plan to increase your effectiveness in becoming more of a World Class Leader.

QUALITY

- 1) Insures that all subordinates/employees/coworkers are fully trained to demonstrate products/services line expertise.
1 2 3 4 5 6 7 8 9 10
- 2) Identifies and implements best business practices.
1 2 3 4 5 6 7 8 9 10
- 3) Maintains the positive reputation of the company.
1 2 3 4 5 6 7 8 9 10
- 4) Develops and implements error free processes.
1 2 3 4 5 6 7 8 9 10
- 5) Produces the highest standard of products/services to meet customer needs.
1 2 3 4 5 6 7 8 9 10

Add together scores and divide by 5 for the category mean score_____

VALUE

- 6) Ensures that the products/services line provides an excellent value to the customer.
1 2 3 4 5 6 7 8 9 10
- 7) Produces a products/services line that is the best value compared with competitors.
1 2 3 4 5 6 7 8 9 10

- 8) Ensures that products/services line remain a good value to the customer long after delivery.
1 2 3 4 5 6 7 8 9 10
- 9) Keeps product and service line cost and price increases proportional over time.
1 2 3 4 5 6 7 8 9 10
- 10) Is prepared to offer incentives and enticements to gain new customer relationships and sustain existing ones.
1 2 3 4 5 6 7 8 9 10

Add together scores and divide by 5 for the category mean score_____

EFFICIENCY

- 11) Develops smooth and efficient processes resulting in rapid and accurate fulfillment of customer needs.
1 2 3 4 5 6 7 8 9 10
- 12) Constantly works to eliminate waste, rework, redundancy or unnecessary decision points.
1 2 3 4 5 6 7 8 9 10
- 13) Works with process owners to continuously improve systems and processes.
1 2 3 4 5 6 7 8 9 10
- 14) Ties pay, advancement and rewards to subordinate achievement of performance metrics.
1 2 3 4 5 6 7 8 9 10
- 15) Regularly maps, measures and monitors processes.
1 2 3 4 5 6 7 8 9 10

Add together scores and divide by 5 for the category mean score_____

TIMELINESS

- 16) Responds to customer needs in minimum time possible.
1 2 3 4 5 6 7 8 9 10
- 17) Delivers early or on time.
1 2 3 4 5 6 7 8 9 10
- 18) Takes all the time the customer requires when needed to insure satisfaction.
1 2 3 4 5 6 7 8 9 10
- 19) Optimizes product and service delivery to require the minimum amount of time for the customer.
1 2 3 4 5 6 7 8 9 10
- 20) The Supplier is among the timeliest available.
1 2 3 4 5 6 7 8 9 10

Add together scores and divide by 5 for the category mean score_____

CONNECTION

- 21) Ensures that customers can find and get to the supplier including signage, parking, hours and access.
1 2 3 4 5 6 7 8 9 10
- 22) Facilitates and encourages the organization to maximize communication with customers.
1 2 3 4 5 6 7 8 9 10
- 23) Ensures availability of product/service information through all technical means possible including websites, social media, directories etc.
1 2 3 4 5 6 7 8 9 10
- 24) Are personally available to communicate with customers.
1 2 3 4 5 6 7 8 9 10
- 25) Creates a functional primary point of access for customers to communicate with and get their needs met.
1 2 3 4 5 6 7 8 9 10

Add together scores and divide by 5 for the category mean score_____

SELF MANAGEMENT

- 26) Maintains a professional image and appearance.
1 2 3 4 5 6 7 8 9 10
- 27) Has a consistently positive and enthusiastic attitude.
1 2 3 4 5 6 7 8 9 10
- 28) Makes customers feel welcome and appreciated.
1 2 3 4 5 6 7 8 9 10
- 29) Is courteous and polite.
1 2 3 4 5 6 7 8 9 10
- 30) Exhibits an attitude of service.
1 2 3 4 5 6 7 8 9 10

Add together scores and divide by 5 for the category mean score_____

ENVIRONMENT

- 31) Provides a clean and well-organized office/plant/store environment.
1 2 3 4 5 6 7 8 9 10
- 32) Creates an aesthetically pleasing environment for customers and staff.
1 2 3 4 5 6 7 8 9 10
- 33) Provides a physically and psychologically safe environment for customers.
1 2 3 4 5 6 7 8 9 10

- 34) Creates a warm and welcoming atmosphere for customers.
1 2 3 4 5 6 7 8 9 10
- 35) Provides an environment for customers consistent with the best available.
1 2 3 4 5 6 7 8 9 10

Add together scores and divide by 5 for the category mean score_____

TEAMWORK

- 36) The customer experiences excellent teamwork, collaboration and cooperation between supplier's personnel.
1 2 3 4 5 6 7 8 9 10
- 37) Collaborates well with other departments in the organization to meet customer needs.
1 2 3 4 5 6 7 8 9 10
- 38) Has skills in planning, facilitating and leading team meetings.
1 2 3 4 5 6 7 8 9 10
- 39) Promotes an internal culture of teamwork.
1 2 3 4 5 6 7 8 9 10
- 40) The supplier's team produces excellent work together.
1 2 3 4 5 6 7 8 9 10

Add together scores and divide by 5 for the category mean score_____

COMMITMENT

- 41) The supplier works hard to demonstrate that they have the customer's best interests in mind.
1 2 3 4 5 6 7 8 9 10
- 42) The supplier is honest with customers.
1 2 3 4 5 6 7 8 9 10
- 43) The supplier provides all information and transaction details up front to the customer.
1 2 3 4 5 6 7 8 9 10
- 44) Immediately takes responsibility and corrective action when outcomes are not achieved.
1 2 3 4 5 6 7 8 9 10
- 45) Demonstrates dedication to a long-term relationship with customers.
1 2 3 4 5 6 7 8 9 10

Add together scores and divide by 5 for the category mean score_____

INNOVATION

- 46) The supplier is known for utilizing industry best practices.
1 2 3 4 5 6 7 8 9 10
- 47) The supplier has an ongoing innovation/improvement plan & agenda.
1 2 3 4 5 6 7 8 9 10
- 48) The Supplier encourages and rewards workers for their ideas and creativity.
1 2 3 4 5 6 7 8 9 10
- 49) Involves customers and other stakeholders in generating improvement ideas.
1 2 3 4 5 6 7 8 9 10
- 50) Performs benchmarking of industry best practices as well as competitors.
1 2 3 4 5 6 7 8 9 10

Add together scores and divide by 5 for the category mean score_____

ADD TOGETHER CATEGORY MEAN SCORES AND DIVIDE BY 10 FOR THE OVERALL MEAN SCORE: _____

**WORLD CLASS LEADERSHIP IMPACT CHART:
PLOT YOUR OVERALL MEAN SCORES ON THE BARS BELOW.**

Put a vertical mark in each bar corresponding to your mean score for each category. Draw a vertical line through all of the bars, which corresponds to your overall World Class Leadership Survey Mean Score.

	1	2	3	4	5	6	7	8	9	10
	Surviving			Maintaining				Evolving		
QUALITY										
VALUE										
EFFICIENCY										
TIMELINESS										
CONNECTION										
SELF MANAGEMENT										
ENVIRONMENT										
TEAMWORK										
COMMITMENT										
INNOVATION										
	1	2	3	4	5	6	7	8	9	10

OVERALL MEAN SCORE: _____

The overall mean score represents the degree you are living up to your potential as a World Class Leader. The organizations with which you are involved and have an influence on or responsibility for will be influenced according to the actions that you take, the priorities you set, and the values you embrace. Based upon the numbers generated by you on this survey, you are leading a group/organization/business at one of three levels:

1.0 to 4.1 Survival

Organizations at this level create continual customer disappointment, dissatisfaction and even customer hostility at the lowest scoring levels. Not only is there nothing special to describe a leader operating at this level, it could be creating actual damage and loss to customers. Leaders with overall mean scores that fall into the 'survival zone' should consider an aggressive personal development plan or leaving the role of leader to someone more capable.

4.15 to 7.90 Maintaining

This area is where most leaders score since most organizations aren't focused on becoming World Class. These leaders are getting along inside of the zone of customer indifference. There may be positives happening in some areas but the overall effect is one of nothing to write home about. Unfortunately for the leader with a score in this range, the negatives cancel out the positives for an overall effect of: results not scoring high enough to create a net positive effect on

your customers and their return and recommend behavior. Although not in crisis, this type of leader can be described as 'getting along' or 'mediocre'. Look at your category results in depth to determine where improvements can be made which will produce the best results and move you into more positive territory.

7.90 to 10.0 **Evolving**

The customers of this leader are satisfied. This leader produces a positive effect with customer preference and loyalty. The higher the score, the more positive effects this leader creates. 9.24 is universally recognized as world class status. Customers of this leader are increasingly sharing their positive experiences with others and recommending this leader as capable and effective.



Return & Recommend Rate%

1.00 – 2.00 Known as the worst, customers are hostile towards you, terrible reputation – virtually all customers who have heard of you are saying negative things and telling many others (up to 1600%). You are the subject of gossip, ridicule and perhaps even legal action. You are known as the worst.

2.00 – 3.00 Customers/employees/others have experienced real damage, loss and pain associated with you and none will be coming back (100%) if they have a choice and are hating their negative experience widely. Don't look for ongoing relationships, repeat business or any kind of reputation other than a bad one.

3.00 – 4.00 One in five to as many as half of your customers are not satisfied and feel inconvenienced and/or irritated when dealing with you. They are probably looking for someone else to work with as you are scoring low in so many areas.

4.10 – 7.80 Your scores put you solidly in the zone of customer indifference and you are not creating enough of a positive impression to secure actual customer loyalty and preference. Your reputation, while not necessarily a bad one is lackluster. You may have one or two positive

attributes that cause customers to come back but you are still vulnerable to a more effective competitor.

7.90 – 8.25 You are serving customers well enough to create satisfaction in one in five to as many as half of those you deal with (20% - 50%). This is the beginning of creating a loyal customer base with some predictability. You are on the right track and doing many things at a satisfactory level.

8.25 – 9.00 50% to 100% of your customers are satisfied or very satisfied and are returning and recommending you to others at a consistent rate. Depending on competition in your sphere of influence, you might easily be the best choice available for your customers. You are seen as a reliable option with predictable positive outcomes for customers.

9.00 – 10.00 These overall satisfaction scores are the stuff of legend, being seen as excellent, known as the best and 'World Class' at 9.24. This is the diamond with all its facets polished. Return and recommend rates are as high as 1600% (people telling people who are telling people and people who have not ever had a personal experience are telling people). You are the benchmark and the world class leader to be compared to.

The World Class Leadership Categories and Their Related Leadership Effects.

The same numbers above for Surviving/Maintaining/Evolving apply to each of the categories listed below. High would be in the range of Evolving, low would be in the range of Surviving, and scores in the middle put one into the Maintenance range.

*Your
Category
Scores*

QUALITY

High in Quality: Recognized as an expert, known for delivering high quality and error free work, known for being the best at what you do, recognized as knowing what's going on, known for applying best practices.

Low In Quality: Known as not totally informed/up to date, known for making mistakes, known for not being the best.

VALUE

High In Value: Known for providing more than is expected, known for keeping costs/prices reasonable, known as cost effective compared with others, known for delivering real long term value.

Low in Value: Known for being not worth the time/money/energy invested, known for overcharging, known for increasing prices unreasonably, more expensive than competitors.

EFFICIENCY

High in Efficiency: Known for using most efficient methodology/process, known for being easy to deal with, known for finding better ways of doing things.

Low in Efficiency: Known as hard to deal with, known for wasting time/energy/resources, known for not changing or improving over time.

TIMELINESS

High in Timeliness: Known for being on time, taking the minimum time required for desired outcomes, taking all the time required when necessary, known for making timeliness a priority.

Low in Timeliness: Known as one who wastes time, isn't on time, doesn't take all the time required for successful event fulfillment, doesn't make timeliness a priority.

ACCESSIBILITY

High in Connection: Is easy to find, access and get a hold of, is approachable, provides all information requested, makes themselves available as a priority.

Low in Connection: Known for being hard to get a hold of, hard to approach, known for having barriers to dealing with customers directly, isn't available enough to fulfill customer needs.

SELF MANAGEMENT

High in Self Management: Is courteous, attentive, creates a great first impression, brings positive energy and motivation to relationships, is friendly and enthusiastic.

Low in Self Management: Is discourteous, makes a bad first impression, brings personal moods and negativity into relationships.

ENVIRONMENT

High in Environment: Makes safety, organization, cleanliness and comfort a priority, creates a welcoming environment for others.

Low in Environment: Doesn't make safety, cleanliness, organization etc. a priority. Creates an uncomfortable environment for others.

TEAMWORK

High in Teamwork: Works well with others, other departments, makes collaboration a priority, works to create synergy with others.

Low in Teamwork: Works badly with others, is not a contributing team member, does not work to create synergy with the team.

COMMITMENT

High in Commitment: Can be trusted and relied upon to follow through, is honest, demonstrates a commitment to customers, constantly solicits customer needs, provides all information up front – takes responsibility if outcomes aren't achieved.

Low in Commitment: Does not take responsibility when things go wrong, can't be trusted and relied upon, withholds information from customers, isn't seen to have customers' long-term best interests in mind.

INNOVATION

High in Innovation: Constantly introduces new methods and approaches, new products and services, makes continuous improvement a priority, encourages others to come up with new ideas.

Low in Innovation: Uses same old approaches and methodology, not known for using current practices, doesn't solicit new ideas.

**EACH AREA SHOULD SERVE AS A PERSONAL OPPORTUNITY FOR IMPROVEMENT.
COMMIT YOURSELF TODAY TO MAKE THE IMPROVEMENTS YOU HAVE
SELF-INDICATED TO REACH YOUR POTENTIAL AS A WORLD CLASS LEADER.**

SEE THE WORLD CLASS LEADERSHIP IMPROVEMENT GUIDE.



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