

Welcome To The

World Class Leadership Self-Assessment

This is a comprehensive process to measure yourself against the criteria that defines what is 'World Class' (according to our research with more than 2 million people).

This powerful knowledge base correlates with customer behavior in terms of Return & Recommend Rate (your reputation and how you can expect your customers, personal and business relationships to react to you) .

In our extensive research, what we have discovered is that customers expect great leaders to perform in ten specific areas or 'categories'. - we utilize the term '*customer*' to describe all those who are a customer of your leadership and with whom you interact (Every relationship is a customer supplier relationship).

This Self-Assessment is divided into ten sections with four questions each (40 questions) which will be scored individually and which are combined into the overall total score of the assessment.

Your overall score will define your % Return & Recommend Rate (a measure of your current reputation and the effect you are having as a leader). Also included are category analysis and other statistical results.

The aim of this self-assessment is to give you an accurate baseline of your current strengths and weaknesses in terms of being perceived as 'World Class' (synonyms include 'Being Known As The Best' or 'Excellent' according to our research).

With this baseline current score in hand you will be prepared to make specific changes and improvements in the areas needed most, building on your strengths and mitigating for your weaknesses.

While this instrument is primarily a self-assessment it can also be utilized to assess a particular employee or manager according to your observations about them.

In depth analysis of your score from the complete assessment will be included as well as specific improvement guidelines.



DIRECTIONS:

It is understood that you may behave differently as a member of different groups or departments and have changing roles. For the purposes of this self-assessment, choose one specific role to evaluate yourself such as department head, business owner etc. and think of your behavior in that specific role as you rate each question.

Be as honest and objective as possible - put yourself in the shoes of those you interact with including external or internal customers, those you

supervise and even your boss as you perform in that particular role. Your results are of course, completely confidential.

It is recognized that many concerned with leadership, who are taking this assessment, are already supervising others and have management responsibilities. Others may be individual employees who don't supervise anyone in particular, but nonetheless, deliver a product, service or work with which others relate to them.

World Class Leadership can manifest in any employee, manager or business owner role. You can be a World Class Leader, regardless of your official role or position.

Score yourself on a scale of 1 (lowest or least) to 10 (highest or most) for each question. Calculate your averages for each category as you go. Calculate your Total Mean Score at the end of the assessment.

QUALITY

CONSISTENT WITH THE BENCHMARK. The Customer's perception of quality is based upon what he knows or has heard about or seen available elsewhere - for a similar product, service, expertise etc. Comparisons are always in your customer's mind and could be very important to your competitiveness. If you are on your game, you will know the best level of quality in your industry for what you do and strive to meet or exceed it.

Q1. I and/or those I supervise produce product/service/work that is among the best available.

1 2 3 4 5 6 7 8 9 10

ERROR FREE. Getting products/services exactly as ordered, no blemishes, the right count, the correct model, the latest version- all as promised-every time. In this scenario, by the time a product gets to a customer, there is virtually no chance that it will have defects.

Q2. I and/or those I supervise provide product/service/work that is error free.

1 2 3 4 5 6 7 8 9 10

MEETS OR EXCEEDS CUSTOMER REQUIREMENTS. Customers want the product or service to perform the function needed including additional related features or benefits the customer might not have anticipated.

Q3. I and/or those I supervise deliver product/service/work with a detailed understanding of customer needs.

1 2 3 4 5 6 7 8 9 10

GENERAL SYSTEMS KNOWLEDGE. Even though you may be the expert in your office who deals directly with customer, all of your

employees and staff should also have an idea of what goes on in your organization.

Knowing the product line, where to find things, what's on sale or special, what's fresh, recent developments and promotions is the kind of general systems knowledge customers expect from a quality operation.

Q4. I and/or those I supervise have the systems and product knowledge necessary to provide excellence.

1 2 3 4 5 6 7 8 9 10

Average for Category: **QUALITY** Add scores for questions #1 - #4 and divide by 4 = _____

VALUE

BEST PRICE AVAILABLE. Providing value is about comparing costs and prices with what is available elsewhere. Leaders as managers are also responsible for delivering what they and their departments do for a competitive cost including wages paid to employees, managing material and costs of services.

Q5. The product/service/work I and/or those I supervise produce is an excellent value for the cost.

1 2 3 4 5 6 7 8 9 10

INCENTIVES. Smart business means when a customer is happy they are that much closer to being extra happy. Giving a little extra effort, or adding discounts or other perks, is always welcomed and can go a long way towards creating positive word of mouth.

Q6. I and/or those I supervise provide extra value beyond what is expected.

1 2 3 4 5 6 7 8 9 10

LONG TERM VALUE. Good buying decisions demonstrate themselves over time. Your management and leadership have demonstrated themselves to be worth it over time.

Q7. The product/service/work I produce and/or that of those I supervise provide remains a good value over the long term.

1 2 3 4 5 6 7 8 9 10

COST CONTROL. From disproportionate increases in gas prices to shocking jumps in health care costs and airfares, customers don't like it when their sense of predictability is violated when it comes to cost control and how much they are expecting to pay whether it is for a specific product, service, or department budget.

Q8. I and/or those I supervise keep costs in control.

1 2 3 4 5 6 7 8 9 10

Average for Category: **VALUE** Add scores for questions #5 - #8 and divide by 4 = _____

TIMELINESS

ON TIME. The customer wants the delivery of the product or service and all interactions with the supplier to be on time.

Being on time is a professional standard that communicates respect for the customer's time, and the fulfillment of an agreement to be at a specific place, at a specific time, to deliver the product or service at the time promised.

Q9. I and/or those I supervise deliver product/service/work early or on time.

1 2 3 4 5 6 7 8 9 10

MINIMUM TIME TO GET NEEDS MET. World Class processes, systems, and interactions with customers are designed with minimum wait times, adequate staffing to handle multiple customers, and optimized transactions that take only as long as necessary.

Q10. I and/or those I supervise optimize product/service/work delivery to require the minimum time for the customer.

1 2 3 4 5 6 7 8 9 10

ALL THE TIME REQUIRED. Shortchanging the customer by pushing him along too fast or not spending the time with them to fully understand and fulfill their needs can alienate the customer who wants a deeper interaction. Spending more time with customers when necessary, is an expectation for excellent customer-supplier relationships.

Q12. I and/or those I supervise take all the time necessary with customers to achieve satisfaction.

1 2 3 4 5 6 7 8 9 10

Average for Category: **TIMELINESS** Add scores for questions #9 - #12 and divide by 4 =

EFFICIENCY

OPTIMIZED PROCESSES AND SYSTEMS. In these days of increased productivity there is no excuse for redundancy, non-linear processes, and inefficient systems design. Making customers waste time and energy because you haven't thought of a better way to do things is not excellence.

Customers want processes to work well for them. The minimum number of steps requiring the least amount of effort for the customer is the ideal - focusing on convenience for the customer rather than the supplier.

Q13. I and/or those I supervise have optimized systems and processes for the convenience of the customer.

1 2 3 4 5 6 7 8 9 10

LOGICAL FLOW. Excellent Suppliers make their processes clear and easy to follow, to make sense and have a logical flow.

Q14. The processes and systems my/our customers interact with have a logical and sequential flow.

1 2 3 4 5 6 7 8 9 10

SINGLE POINT OF CONTACT. Customers dislike telling their story many times to different account managers or being passed from one department to the next. They want to deal with one person, that is qualified to fulfill their requirements as much as possible.

Q15. My/our interaction with customers is mostly through a single point of contact.

1 2 3 4 5 6 7 8 9 10

MOST EFFICIENT AVAILABLE. Customers will naturally gravitate to the most efficient Supplier who is able to execute the transaction or the process with ease. Having the most efficient product or service delivery is a competitive advantage as well as being a continuously higher standard for any industry.

Each individual's job description, each department's day to day processes, each company's front-line customer transactions and back of the house vendor relations need to be examined critically and continually to see what steps can be optimized, re-ordered, or eliminated completely to add efficiency for the customer.

Q16. I and/or those I supervise are among the most efficient available in the industry.

1 2 3 4 5 6 7 8 9 10

Average for Category: **EFFICIENCY** Add scores for questions #13 - #16 and divide by 4 =

ENVIRONMENT

CLEAN AND WELL ORGANIZED. A well-organized environment provides assurance that the supplier has their act together. A disheveled, dirty, disorganized work environment immediately suggests a lack of confidence in the supplier.

Although standards of cleanliness vary widely from industry to industry- (the cleanliness and organization standard of a car mechanic is different than that of your dentist for instance), there is a benchmark for cleanliness in each industry and it is important to observe the common standard for the business you are in.

Q17. My/our plant/facilities/office is clean and well organized.

1 2 3 4 5 6 7 8 9 10

AESTHETICALLY PLEASING. Customers prefer a Supplier's plant or office environment when consideration has been given to aesthetics, design, color and style.

Q18. My/our plant/facilities/office is aesthetically pleasing.

1 2 3 4 5 6 7 8 9 10

WARM AND WELCOMING. Customers are immediately made to feel acknowledged and respected, emphasizing a willing serviceful attitude, letting the customer know that the staff are specifically there to serve their needs.

Q19. My/our plant/facilities/office feels warm and welcoming.

1 2 3 4 5 6 7 8 9 10

SAFE ENVIRONMENT. Sour employees or even other customers with negativity and rudeness can make customers feel uncomfortable. Customers should never be exposed to negative moods from any of the organization's personnel or customers.

Physical safety is always important for customers from slipping on icy sidewalks and construction zone hazards to walking to their car after dark.

Q20. My/our plant/facilities/office feels physically and psychologically safe.

1 2 3 4 5 6 7 8 9 10

Average for Category: **ENVIRONMENT** Add scores for questions #17 - #20 and divide by 4 =

CONNECTION/EASE OF ACCESS

EASE OF ACCESS. Store or office location, easy to find and well-organized website, ease of parking, access to information and other access factors need to be organized based on the customer's convenience. Excellent Supplier's make it easy for customers to get what they need.

Q21. It is easy to locate and access the Supplier's products/services & information.

1 2 3 4 5 6 7 8 9 10

ALWAYS AVAILABLE. Excellent Suppliers are continually available and open to do business as much as possible - regardless of days of the week, time zones or hours of the day or night. While every business can't make a person available at all hours, systems and information access can be set up for customers to take care of as much of their business as possible anytime.

Q22. My/our products/services/work is available when customer needs them.

1 2 3 4 5 6 7 8 9 10

COMMUNICATION TECHNOLOGY. Email, VOIP, Social Media, webchat, various connection apps, international and toll-free office and cell phone numbers are today's communication essentials for the World Class organization. Accelerated customer response times are standard in many industries. Business communications can happen from almost anywhere, at any time. Excellent suppliers are ready when customers want to reach out.

Q23. I/we utilize up to date technology to make it easier for customers to communicate.

1 2 3 4 5 6 7 8 9 10

PERSONALLY AVAILABLE. Answering your phone, or at least having a personal respectful message and getting back to customers quickly after they call is considered a professional best practice. Many are surprised at the number of CEO's who actually answer their own phone today who recognize the importance of this. Customers are duly impressed when you actually call them back--personally.

Q24. I and/or key personnel I supervise are personally available to communicate with customers.

1 2 3 4 5 6 7 8 9 10

Average for Category: **CONNECTION** Add scores for questions #21 - #24 and divide by 4 =

SELF MANAGEMENT

APPEARANCE. The customer wants the supplier to have an appearance consistent with the highest expectations for the industry.

Dress, cleanliness, haircut, piercings and tattoos, shoes, makeup and more do make a difference and can potentially have an impact on customer impressions. Every industry has benchmark appearance standards.

Q25. I and/or those I supervise maintain the professional appearance expected in the industry.

1 2 3 4 5 6 7 8 9 10

COURTEOUS AND ATTENTIVE. Front line service behaviors are one of the easiest areas of the customer experience to manage well and unfortunately, one of the most often overlooked. The customer absolutely has no interest in hearing or seeing a bad mood, rude behavior, in being ignored, or talked down to. Customers want to be treated with respect and a 100% focus on them.

Q26. I and/or those I supervise are consistently courteous and attentive.

1 2 3 4 5 6 7 8 9 10

FRIENDLY AND ENTHUSIASTIC. Going through the motions of being courteous and polite is one thing, but great front-line personnel communicate their enthusiasm and are friendly and approachable. Friendly and enthusiastic personnel naturally provide the lubrication in establishing great customer relationships.

Q27. I and/or those I supervise are consistently friendly and enthusiastic.

1 2 3 4 5 6 7 8 9 10

SERVICE ATTITUDE. An attitude of service doesn't mean you are subjugating yourself or demeaning yourself in any way. Demonstrating a high level of consideration for your customers, anticipating their needs, and doing your best to fulfill their requirements is a fine art and is to be respected when done well. An attitude of service is always welcomed in the customer supplier relationship.

Q28. I and/or those I supervise consistently demonstrate an attitude of service.

1 2 3 4 5 6 7 8 9 10

Average for Category: **SELF MANAGEMENT** Add scores for questions #25 - #28 and divide by 4 = _____

COMMITMENT TO THE CUSTOMER

BEST INTERESTS IN MIND. The customer wants the supplier to demonstrate that they have the customer's best interests in mind over the long term.

Commitment is the romance in the customer supplier relationship. The customer wants to feel like they are the most important customer and that they have your full attention. Demonstrating a commitment to the customer means continually soliciting their needs, making sure you understand them in detail and endeavoring to fill them. The committed supplier is seen as working hard for the customer.

Q29. I and/or those I supervise consistently demonstrate that I/we have the customer's best interest in mind.

1 2 3 4 5 6 7 8 9 10

HONESTY. As any couple in a relationship will tell you, honesty is important. Suppliers who are caught being dishonest with customers have little hope of maintaining a long-term relationship. Delivering on commitments and outcomes as promised creates trust in the relationships and builds the supplier's reputation.

Q30. I and/or those I supervise are consistently honest with customers.

1 2 3 4 5 6 7 8 9 10

UP FRONT WITH CUSTOMERS. Providing all information up front provides assurances to the customer and relieves potential customer anxiety. Open and clear communications of all requirements, expectations and outcomes are the hallmark of excellent suppliers with integrity. Customers should never be surprised by price changes, outcomes different than expectations or additional terms or conditions they were not informed of previously.

Q31 I and/or those I supervise provide all information and transaction details up front with customers.

1 2 3 4 5 6 7 8 9 10

TAKE RESPONSIBILITY. The customer wants the supplier to take responsibility when things go wrong.

In every customer supplier relationship, mistakes can happen. Customers want the supplier to inform them up front or as soon as possible when disappointments or expected disappointments might occur.

When agreed outcomes are not achieved the customer wants the Supplier to take responsibility and corrective action.

Q32 I and/or those I supervise take immediate responsibility and corrective action when outcomes are not achieved.

1 2 3 4 5 6 7 8 9 10

Average for Category: **COMMITMENT TO THE CUSTOMER** Add scores for questions #29 - #32 and divide by 4 = _____

TEAMWORK

CUSTOMER INTERACTION WITH ALL DEPARTMENTS. The customer wants consistent quality interactions between supplier's departments and personnel.

Q33. I and/or those I supervise have great teamwork between all workers and departments.

1 2 3 4 5 6 7 8 9 10

PROMOTES TEAMWORK ORGANIZATION-WIDE. The Supplier promotes a culture of teamwork with employees, between departments and with vendors and suppliers. All are made to feel a vital role and responsibility in helping to meet customer needs.

Q34. I and/or those I supervise prioritize and promote teamwork across the organization as well as with vendors and suppliers.

1 2 3 4 5 6 7 8 9 10

POSITIVE IMPRESSION. Great teamwork is noticed and recognized by others.

Q35. Others inside and outside the organization see me and/or those I supervise as great team players.

1 2 3 4 5 6 7 8 9 10

TEAM BACKUP. Team members perform one another's jobs when necessary to serve the customer well - and back one another up regardless of job description.

Q36. I and/or those I supervise perform one another's jobs/cover for others when necessary to serve the customer well.

1 2 3 4 5 6 7 8 9 10

Average for Category: **TEAMWORK** Add scores for questions #33 - #36 and divide by 4 =

INNOVATION

INDUSTRY BEST PRACTICES. Supplier utilizes the latest standards, certifications and best practices and processes for the industry.

The customer wants the supplier to utilize up to date technology, processes and equipment consistent with the best available.

Customers want to deal with the best, the latest, and the best practice for the industry, product or service. Being World Class means continually looking for new approaches, new software, machines, processes, and knowledge.

Q37. I and/or those I supervise are known for utilizing industry best practices and technology.

1 2 3 4 5 6 7 8 9 10

LATEST AND BEST. Suppliers need to be keeping it fresh by regularly introducing new products and services to the Customer - staying in tune with the latest versions, approaches and innovations in the industry.

Q38. I and/or those I supervise continue to refresh product/service/work that is currently valid and up to date for the industry.

1 2 3 4 5 6 7 8 9 10

CULTURE OF INNOVATION. Whether it be product or process, the Supplier continues to push for improvement and innovation while encouraging company departments and staff to do the same.

Q39. I promote a culture of innovation in my area of influence.

1 2 3 4 5 6 7 8 9 10

VOICE OF THE CUSTOMER. Excellent Suppliers utilize detailed customer research and actively involve customer groups in soliciting needs and requirements for product and service improvements.

Q40. I and/or those I supervise involve customers in generating new ideas for improvement.

1 2 3 4 5 6 7 8 9 10

Average for Category: **INNOVATION** Add scores for questions #37 - #40 and divide by 4 = _____

SUMMARY AND OVERALL MEAN SCORE

Category Averages:

Quality _____

Value _____

Timeliness _____

Efficiency _____

Environment _____

Connection _____

Self-Management _____

Commitment _____

Teamwork _____

Innovation _____

ADD TOTALS _____ **and Divide By 10 = OVERALL MEAN SCORE** _____

