



COMPETITIVENESS ASSESSMENT

This is a simple self-assessment that is designed to help you identify the Value Creation Perspective that may be of most interest to you as a starting point.

Read the following questions. If the question is one that you and your organization are thinking about, make a check in that box. At the end of the assessment in the ADDITIONAL COMMENT area, please rank by priority of importance which of the selected perspectives are the critical business concerns/issues for your business.

You can fill out the assessment online by checking the boxes of the PDF form, or print it out and fill it out at your leisure. If you would like feedback and a free consultation from an ASMI Subject Matter Expert, you can send us the results of your assessment for review. Simply fill out the assessment using the PDF on your computer, provide the following information and click "Submit" when you complete the assessment. We will be in touch with you within 24 hours.

Name:		Email:	
Title:		Phone:	
Company Name:			

VALUE CREATION PERSPECTIVE: CUSTOMER DEVELOPMENT	TRUE OF US
Gaining new customers is a significant issue.	
We are experiencing a decline in orders that we do not think is temporary, or do not know how to explain.	
We do not have expertise in developing new customers in our existing markets.	
We do not have expertise in developing new markets.	

VALUE CREATION PERSPECTIVE: INNOVATION	TRUE OF US
We are missing on schedule, features and/or budget in our new product development efforts.	
We get new products into the market, but they often do not meet our sales expectations.	
It's difficult to come up with new product ideas.	
Services are something that we didn't focus on very much. We're more of a product company.	

VALUE CREATION PERSPECTIVE: MARKETING & COMMUNICATIONS	TRUE OF US
We are not getting new customer leads.	
We don't really have a clear and/or comprehensive marketing plan.	
We don't really have a clear and/or comprehensive communications plan.	
We could probably be using all the capabilities of the internet more effectively.	

VALUE CREATION PERSPECTIVE: PRODUCTION & LOGISTICS	TRUE OF US
Product, conversion and/or shipping costs are an issue for us.	
Meeting customer schedule commitments is something we need to get better at.	
We have things to work out to better utilize off shoring and/or outsourcing of our production.	
We would like to better utilize approaches like Lean and Six Sigma to improve our results.	

VALUE CREATION PERSPECTIVE: DEVELOPING HUMAN POTENTIAL	TRUE OF US
Finding and retaining talent is very difficult.	
We are not as successful as we need to be in making and meeting commitments – internally and/or externally.	
Morale and teamwork just seem to be lacking from where we want them to be.	
We are looking for approaches that help team members develop their full potential.	

VALUE CREATION PERSPECTIVE: SUSTAINABILITY	TRUE OF US
We do not feel well equipped to understand and deal with emerging environmental requirements and interests.	
We'd like a better plan for balancing the interests of the environment with the long-term success of your business.	
We see renewables and other emerging environment-related markets as a business opportunity, and need to develop a plan.	

VALUE CREATION PERSPECTIVE: FINANCIAL MANAGEMENT	TRUE OF US
Financing ongoing operations is a challenge.	
Financing growth is a challenge.	
We want to develop an exit strategy.	
We want to improve our overall financial management to improve our business results.	

VALUE CREATION PERSPECTIVE: LEADERSHIP	TRUE OF US
Improving our leadership abilities is important.	
Different aspects of our business seem to require different leadership approaches – how do we choose the best one?	
How do we know if we are performing effectively as leaders?	
Being a family business presents us with difficult to manage issues.	

Additional Comments: Please add any additional comments if you are submitting your assessment for review and provide the ranking by priority of importance which of the selected perspectives are the critical business concerns/issues for your business.

Next Steps: We hope that you have enjoyed taking the Value Creation Perspectives self-assessment. By examining your responses you will be able to determine in which areas you should focus your energies to Compete, Win and Grow your business.

ASMI Learning Solutions have been developed, and are updated on an ongoing basis, to provide specific information and help that you need to address opportunities and challenges with your business. Submit your assessment for a complimentary review by an ASMI Subject Matter Expert.

Submit Assessment

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