

## Business Excellence and Success Gaps

Please rate your internal operational excellence against the following Critical Elements of Customer Excellence – Business Excellence. A 1 indicates that your internal processes and systems are mostly manual and not well defined. A 10 indicates your internal processes and systems are highly automated and are managed on an exception basis.

Element	Rating									
	1	2	3	4	5	6	7	8	9	10
1. Recruitment										
2. Marketing										
3. Profitability										
4. Growth										
5. Execution										
6. Systemization										
7. Project Management										
8. Technology										

Notes:

- Please review these to identify which ones in order of importance have the ability to dramatically increase your profitability.
- Please review these to identify which ones in order of importance have the ability to improve the experience your customers have with your company.
- Please review these to identify which ones in order of importance would allow you to grow/scale your business more quickly.
- Please review these to identify which ones in order of importance are key to your core competency or your core business.