



COMPANY OVERVIEW

(Market Driver)

EVERYONE in your company should be able to articulate:

This is who we are.

This is what we do.

This is where we are going.



An easily understandable company is a valuable company. Customers, employees and partners should “get” what the company is all about. Stakeholders should be able to easily obtain a holistic understanding of your company including your company’s performance, practices, culture, discipline, and mission.

Within this Driver there are several indicators that speak to this ability:

- Business Profile: You have a well-organized and documented profile of your company.
- Company Story: If asked, your employees could succinctly communicate (verbally and in writing), what the company does, why, and how.
- Web Presence: Your company has a professional web presence that supports your company’s goals and objectives and easily communicates important information about your company.
- Defined Market: You have a comprehensive understanding of your company’s current market niche, your company’s place in that market, and a process to keep informed of market changes.
- Competitive Information: You have a comprehensive understanding of the competition in your market.
- Strategic Direction: You have a strategic plan that supports the owner’s personal goals.
- Trusted Advisor: You have a trusted, high-level advisor who reviews, advises and provides feedback to the owner/CEO.
- Company Culture: Your company has a positive and adaptive culture that is aligned with and supports your company’s goals.



GOAL: *If you can articulate who you are and what you do, then it is easy to explain to the marketplace where you fit.*

The quick way to assess your company on this Driver is: Can you give a 30 second elevator pitch? Maybe even better, can your employees do the pitch?

This is not just for the sales team. A business’s culture permeates the entire company. Everyone from the receptionist to shipping needs to know who, what, and why.