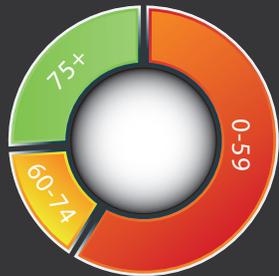


Your Personal **SPORT** Assessment Results:

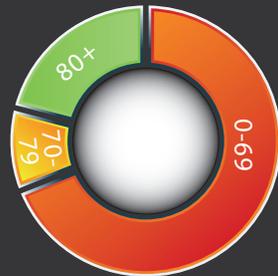
S



Strategic Alignment

Organizations, units, divisions, departments, etc. are all important. We call each of these a *Franchise* to make sure that we are addressing all of them. Thus, *Franchises* are often successful without the most effective strategy in place. Many have strategies that allow them to survive not thrive. As such, having a mediocre strategy still allows one to exist, which is why the numbers are lower. However, the having effective and efficient strategies for employees at all levels drives greater results.

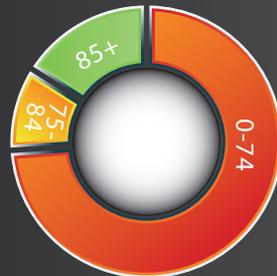
P



Personnel Performance

The players on a *Franchise* need to be capable of performing well. They don't have to be perfect in their roles for *Franchises* to survive, but the more skill sets they have where they perform at high levels, the more they thrive. At that point they are a top athlete that qualifies for "Business Olympics."

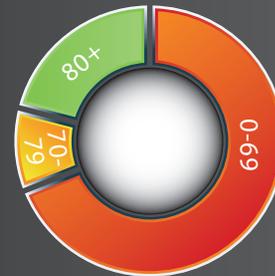
O



Operational Execution

Notwithstanding whether the strategy is perfect, or whether the personnel know how to play the game at the highest standards, if *Franchises* don't operate well, their likelihood of failure increases significantly. It may be true that to win an automobile race it is important to take the best route with the best driver. But if the vehicle doesn't start, nothing else matters. Hence, operational execution must be high to thrive rather than simply survive.

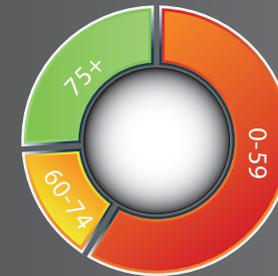
R



Results Accountability

Basic accountability is essential for the existence of every *Franchise*. If people come and go when they want and do as they please, the *Franchise* results often don't meet the goal requirements. This is often due to the need of greater "functional" accountability, the type that ensures performance at the highest level, which is often lacking in many *Franchises*. This enables all the players on the *Franchise* to thrive and creates a culture of great performance in addition to improving goal outcomes.

T



Team Strength

This one is tough in that many *Franchises* drive effective results without team strength. Their ability to do this consistently with less turnover and better fulfillment will occur if all the team members fulfill not only their roles and responsibilities, but align with everyone so that this is a team, not an *organizational* chart so that they all will thrive.

What does SPORT Assessment data results that fall within the **red**, **yellow** and **green** zones mean? Find out on the next page.

SPORT Performance Increases SCORES

The five core elements of SPORT, if done well, will increase SCORES, which is:

Stimulate Cultural: Every *Franchise* is a composite of peoples' behaviors and practices as well as processes and systems, all of which exist within a particular working environment. The sum total of these behaviors and processes creates a culture that either promotes or diminishes performance and enjoyment.

Optimize Results: This is generally what all leaders, stockholders and board members not only desire, but require. Ensuring that these results are well established, measurable and ultimately accomplished provides one of the three results that must occur for each *Franchise*. The key is to understand how to *optimize* rather than *justify* results.

Engage Staff: Each employee (staff member) are at one of three levels. First, if only *Compliant*, they do the least amount of work necessary to maintain their job. If they are *Committed*, they are willing to give their best to prove that their efforts are sufficient for the task at hand. Finally, if they are *Converted*, they consistently do whatever is necessary by voluntary choice to accomplish their goals at the highest level possible. They have proven to themselves that their efforts have a significant impact not only on their team's success, but on their personal desire. They are highly engaged!

With all of these manifesting themselves at the highest degree, the stability and strength of the **SCORES** ensures the foundation that the *Franchise* will continue to provide the stability and strength required.

Within the *Franchise* there is inadequate and ineffective communication; a lack of consistent and followed processes, systems and standards; low levels of trust; questionable and/or erratic employee behaviors in a stressful and overly demanding environment which is driven largely by management's concerns for the survival of their jobs.

Green SPORT Assessment Data Results – Within the *Franchise* there is abundant, effective and respectful communication; well understood and viable processes, standards and principles; high levels of trust; and positive employee behaviors that are encouraging and correlated to established goals and objectives within a comfortable environment.

Yellow SPORT Assessment Data Results – Within the *Franchise* there is inconsistent and often passive communication; processes and standards that are not well understood and followed; principles that are disregarded when necessary to drive financial results; inconsistent trust levels and irregular behaviors in an anxious environment that are more reflective of the desires and demands of each employee rather than what the *Franchise* needs so that their goals and objectives are met.

Red SPORT Assessment Data Results – Within the *Franchise* there is inadequate and ineffective communication; a lack of consistent and followed processes, systems and standards; low levels of trust; questionable and/or erratic employee behaviors in a stressful and overly demanding environment which is driven largely by management's concerns for the survival of their jobs.