

The DTI's classic study *Winning* found that the best UK companies share five common characteristics. Use this checklist to discover what those key success factors are, how your business compares with them and what you can do about it.

Key success factors	Your Score 1 = pathetic 10 = average 20 = brilliant	Key actions What can you do to move your score closer to 20?
Is your business led by “visionary, enthusiastic champions of change”? ie by leaders who have a clear picture of where the business is going , are committed to change, adopt an open communications style and lead by example?		
Does your business unlock the true potential of its people? For example, are your staff fully empowered and highly motivated? Are you investing enough in good training, teambuilding & communications? And is your entire team allowed and encouraged to be truly customer focused?		
Does your business fully understand the current and future needs of its customers? For example, are you continuously learning from and about them? Do you understand the drivers in your marketplace (and theirs)? And do you understand how to beat your competitors?		
Do you deliver products and services that exceed your customers' expectations? Do you systematically measure their perceptions of your performance and your business? Are you continuously delivering more added value than ever before, and more added value than your rivals?		
Are you constantly innovating by introducing new differentiated products and services? What proportion of your 1998 revenue will come from new products/services? How do you encourage and support innovation? What else are you doing to differentiate your business from your rivals?		
Total out of 100	%	

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