

thought code[®]

ORGANISATIONAL

Business Name

Sample Organisation

Date

August 3, 2020

This analysis is based on the responses given in the online assessment. This analysis should not be used in isolation of other information about this business and is meant to be interpreted in conjunction with the Thought Code Individual Profiles and the Thought Code Capability Matrix. The purpose of this analysis is to provide awareness, insight and knowledge only.

This analysis is prepared by Capability Development Solutions and is protected by Copyright.





Leadership

Our organisational profile seeks to identify which phase of growth your business or team is most likely experiencing. Having this information provides critical data on what specific capabilities are ideal in team members both now and in the future. From this data, recruitment, development, talent and leadership strategies can be developed to bolster key areas of strength and address gaps in capability. This report is powerful when combined with Thought Code® Individual profiles to generate a Thought Code® Capability Matrix of your business or team.

At times, a business can become stuck and unable to move forward due to an inability of the team to adapt their thinking. This results in a thought capability mismatch. Each stage of the business growth highlights a unique set of obstacles to deal with and overcome. Positive progression through the growth phases requires human capital and business strategies to be flexible, adaptable and agile and in an environment of constant and never-ending change the ability to be flexible, adaptable and agile is critical. To do anything less than that is to be complacent. Below is an illustration of our Thought Code® Business Maturity Model outlining each growth phase of a business, along with a high level overview of your current phase of business growth based on input provided by your business.



Current Phase of Business Growth: Evolution Phase

This phase of business growth tends to place emphasis on developing and maintaining core relationships. Core relationships include both internal and external relationships that are necessary for the business to function e.g. Customers, suppliers, team members and unions. The quality of the relationships developed and cultivated have a significant impact on the viability of the business long term.

Core business objective: Generate revenue through relationships

Strategic imperatives should include:

- Team building and dynamics
- Stakeholder management and communication
- Customer service and client retention

Key capability ideal to build and reinforce:

- Attitude of support and duty of care to team members and clients
- Effective listening and communication skills
- Emotional intelligence to build rapport and cultivate strong relationships



Sample Organisation

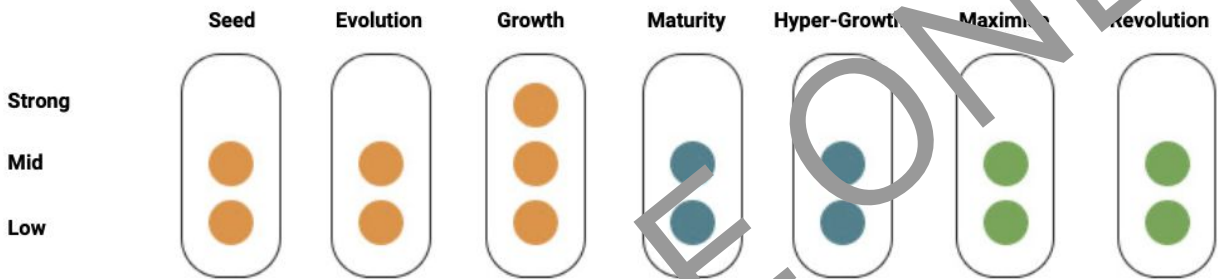
Leadership
August 8, 2020

EXECUTIVE SUMMARY

This page contains a high level summary of the strengths and pressure points at play within your business the impact of which is explored on subsequent pages.

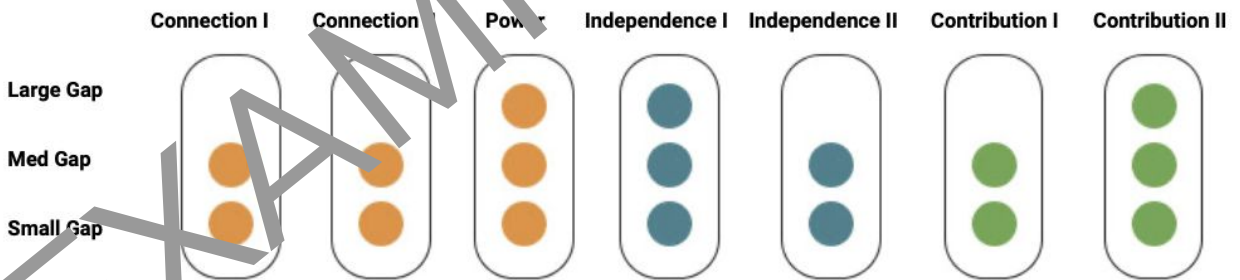
Business Indicators

The image below provides an overview of the degree of pressure (strong, mild or low) at play within your business in line with the strategic imperatives associated with each phase of business growth.



People Indicators

The image below provides an overview of the degree of capability gap (large, medium or small) at play at the leadership level of your business associated with seven key phases of individual capability growth.



Core Challenges

The table below contains the most highly rated core business and executive team challenges and the associated most significant impact felt by the business.

Core Business Challenge	Core Executive Team Challenge	Core Business Impact
Ineffective sales and marketing strategies	Too innovative and focused on generating new ideas	Growth impact



DETAILED BUSINESS INDICATORS

Based on responses provided, below is a summary of key patterns which may be occurring in your business across a number of key dimensions designed to help you identify where your business is performing well and where it may benefit from additional focus.

Foundational strength

Whilst your business has some base level structures and systems in place to support revenue generation activities, you may be reluctant or resistant to changing them as frequently as your business may require during this growth phase. Your decision making preferences may tend to be somewhat reactionary causing you a level of inconsistency in your business operations and subsequently the results you achieve.

Stakeholder engagement

Whilst you appear to put some emphasis on building relationships with key stakeholders of your business you may have overlooked who some of those stakeholders could be potentially creating missed opportunities for you that exist either internally or externally to your business. As a result you may have reached a plateau point in your business that you are unaware of how to resolve to create further opportunities for growth.

Market positioning

Your business appears to lack the strategies and bold action required to position your products and services as a key player in the market. This may be limiting the growth potential of your business as buyers are unable to make a clear buying decision in relation to what you have to offer. Being complacent in your marketing, sales, and branding may prevent your business from taking advantage of avenues for growth resulting in you leaving "money on the table" from unrealised opportunities.

Operational consistency

Your business has some level of stability in place through structure, systems, processes and procedures however they may not be as well enforced or managed as what they could be potentially driving inconsistencies in your business and creating problems and challenges where they didn't need to be. In addition, your business may be lacking in clear measures that are consistently and accurately reported on in order to track progress and outcomes, resulting in an inability to make changes as fast as you may require.

Strategic growth

Your business may have the benefit of some level of creative, strategic and innovative thinking to enable growth and expansion to occur. However, there may be pockets of resistance to change within your business that prevent some of the more 'riskier' ideas from being tested due to the higher level of uncertainty about the outcome. This may result in your business being slower than what it should be to adapt to change in the market.

Compelling vision

Your business may have a set of values that it operates by, or may have a mission statement to describe the purpose of the business, however, they may remain detached from core business operations, powerless and hidden away somewhere rarely referred to. This may result in your business being unable to extend its reach beyond its current boundaries, limiting the future growth of your business.

Change readiness

Whilst you may stay abreast of changes in customer demands, consumer trends and financial conditions, your business may lack the ability to be able to adapt to these changes in a manner that has a direct impact on results and growth opportunities. This may be due to a lack of capability to do so or may be due to competing demands that have an immediate impact taking priority.



Sample Organisation

Leadership
August 8, 2020

Knowing specifically where the business is succeeding and where challenges may be is essential for helping you identify business initiatives to continue and those to implement to address any gaps. Based on all responses provided, below is a summary of the highest and lowest rated business indicators.

Top 10 Highest Rated Business Pressure Points (items agreed to be a challenge in your business)

Business Phase	Category	Statement
Growth	Positioning	We have difficulty positioning our products/services in our market
Growth	Service	Risks are being taken without proper consideration of the impact
Seed	Service	The quality of our product or service varies considerably
Seed	Mindset	It is challenging to stay ahead in business due to our reactive decision making
Maximise	Positioning	Our brand struggles to command a position in our market
Growth	Technical	We struggle to test and measure new sales and marketing strategies to see what works
Maturity	Positioning	We lack measures and metrics to track and monitor our sales and marketing strategies
Hyper-growth	Operational	Our performance management process and system lacks behaviour and attitude based measures
Growth	People	We lack mechanisms for identifying future leaders of our business
Hyper-growth	Growth	Our team struggles to take calculated risks in order to expand the business

Top 10 Lowest Rated Business Pressure Points (items agreed to be a strength in your business)

Business Phase	Category	Statement
Evolution	People	Relationship management tends to be reactionary typically only in response to negative feedback
Seed	Value	Our vision of what we want to achieve lacks specificity
Maturity	Money	We struggle to capture all the information we need to accurately report on our business
Evolution	Growth	We struggle to retain people and manage relationships critical to our business
Revolution	People	We lack knowledge on how to bring investors into our business
Revolution	Growth	We don't have time to invest in thinking strategically about our current and future business opportunities
Seed	Operational	We are lacking in simple structures and systems that would enable us to be more productive in business
Evolution	Positioning	Our clients do not appear to be motivated to refer new clients to us
Maximise	Money	We struggle to think of ways to strengthen the cash position of our business
Maturity	Technical	Our file management system is a mess making it challenging to access information and documentation



DETAILED PEOPLE INDICATORS

Based on responses provided, below is a summary of key patterns which may be occurring at the highest levels of decision making in your business across a number of key dimensions designed to help you identify where leadership is performing well and where development or support may be needed.

Effective prioritisation

You appear to oscillate between focusing on the long term outcomes and short term needs of the business. This oscillation may cause a lack of clarity around what requires your attention and in turn may impact your ability to be effective with how you spend your time in the business.

Relationship quality

Whilst you recognise that people are important, you may at times make decisions that lack appropriate consideration of the perspectives of key stakeholders. This may be impacting your ability to have your messages and intent clearly heard and understood by your team and clients resulting in miscommunication.

Leadership strength

You appear to be less assertive as what you would be which may be impacting your ability to be perceived as a strong leader. Conflict is not something you enjoy and may result in you tending to blame others or defend your actions rather than be accountable and responsible for your decisions, actions and level of performance.

Reinforce consistency

Establishing order and structure appears to not be a priority which may result in low certainty within the business and an inability to deliver consistent results. Your decision making may tend to be inefficient impacting your ability to make decisions that can be executed effectively by others.

Drive growth

There appears to be a willingness to explore new, creative and innovative ways to solve problems faced in the business, however, you may still require a high level of certainty to take action to implement a solution. Learning how to be more open to taking calculated risks may drive greater leadership throughout the business.

Cultivate collaboration

You may have a tendency to collaborate with others well enabling you to make decisions based on diverse range of views and opinions. Whilst there may be a set of behaviours and attitudes that form the culture of your business, they may be accidental in nature and unattached to the purpose of the business.

Adaptability tolerance

Knowing how to change and adapt in uncertain and ambiguous situations and circumstances appears to be a struggle. It may be that your need for certainty and stability could be preventing you from being more open to change impacting your ability to take advantage of opportunities as they arise.



Sample Organisation

Leadership

August 8, 2020

Knowing specifically where you are succeeding and where challenges may be is essential for helping you reinforce at a leadership level attitudes and behaviours you would like to see continue, and those the business may benefit from being developed. Based on all responses provided, below is a summary of the highest and lowest rated people indicators.

Top 5 Highest Rated People Indicators (items agreed to be a strength in your leadership team)

Thought Capability	Statement
Power	I take full responsibility for all team and business results
Connection I	I have strong prioritisation skills enabling me to delegate effectively
Power	I value making mistakes so that I learn and grow
Independence I	I make well informed and considered decisions
Contribution II	I believe the ability to adapt and be flexible is essential for business success

Top 5 Lowest Rated People Indicators (items agreed to be a challenge in your leadership team)

Thought Capability	Statement
Contribution I	I take an active part in cultivating the culture of the business
Connection I	I am calm and unemotional when under pressure
Connection II	I actively create a safe and comfortable work environment
Independence II	I have strong out of the box thinking enabling me to solve problems creatively
Contribution I	I value being part of a collaborative team



■ ANECDOTAL FEEDBACK

The bullet points below represent a collective view of the anecdotal top pressure points identified by leadership. Seek to identify where this feedback is similar and look to see how these points are validated in other sections and data contained in the report to help you narrow down where you could focus on improving the business.

- Knowing how to have our products and services positioned strongly in the market
- Having team members think through consequences and being able to plan ahead
- Generating consistency in the way we operate

EXAMPLE ONLY

CONTACT US



support@capabilitydevelopmentsolutions.com



<http://thoughtcode.global>