

Harnessing the Passion™

How close you are to expanding passion into sustainable growth and personal wealth?

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Success Factors

	Level 4	Level 3	Level 2	Level 1
Owner's Passion	The passion is unquestionable	There are times of doubt but it is there	The passion is questionable more often than not	The fire is definitely out
Owner's Commitment	Committed to doing whatever is necessary to expand on the passion	Committed to the concept of expanding passion but still need some help on the implementation	Listening to the message but not getting a clear signal-still not able to harness the passion	Has not gotten the message at all-committed only to wallowing in the passion
Owner's Vision	A strong vision has been created and has been effectively communicated to the employees	A vision has been created but it has not been well communicated-tends to drift	Visions are set and reset on a regular basis-people are not quite sure where the company is going	The employees and owner are on the same level since neither know what the vision is
Company Growth Rate	We are exceeding our growth projections	We are meeting our growth projections	We are growing but not as fast as we expected	We are not growing at all
Profit Growth	Our profit growth is sustained and exceeding sales growth	Our profit growth is matching our sales growth and seems sustainable	Our profit growth is inconsistent-at times we may just break even	We have no profit growth since we have no profits-we are losing our shirts
Infrastructure Support Gaps	We may have a few gaps-but they are closed quickly-we invest in infrastructure	We have some gaps-but we work at closing them-our mindset is shifting to enable infrastructure investment	We have major gaps – but we lack still lack efforts to close them-infrastructure investment is not the norm	We have some huge gaps-nothing ever seems to change-we still operate as we did in the past
Management Team	We have the right team to take us to the next level	They function well but will need enhancement	There is potential but they have a way to go	The team is nonexistent or at best dysfunctional
Leadership	We have strong proactive decision making leadership	Has some shining moments but lacks consistency	There is leadership potential but it needs work	Leadership, what leadership?
Planning Process	Regular strategic/growth planning process	Complete annual plans every year	When the urge hits we may do some planning	Planning is against our religion
Organizational Mindset and Principles	Continuous improvement, highest expectations and accountability	We are open to change and honestly trying to do our best	We are conservative and often seem to be going through the motions	We live in the past, change doesn't happen and people get away with what they can
Organizational Culture	Strong, positive, exciting culture attracting the best people	Our culture is strong but not quite where we need it to be	Our culture is not well defined and therefore not very strong	Our culture is harmful to the company and its ability to grow
People Resources	We have the right people on the bus and they are in the right seats	Most of the bus has the right people but we have not made all the changes we should	Many of our people need get off the bus if we expect to grow and succeed	Most of our people seemed to have simply missed the bus
Owner's Role	Has let go and works on not in-mainly on vision, strategy, and culture	Getting there-letting go is starting to feel right-out of most day to day involvement	Biting the bullet and trying hard to let go but have trouble making it happen	My way is the only way and it is getting harder and harder to control

Utilize ½ points whenever your answer falls between two of the defined levels i.e. 3.5

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Plan for Getting Closer

**Three factors that need
the most attention**

The plan to move the factors closer to 4
