

Self Assessment: Upward Trajectory

	Yes	No	Sometimes or Somewhat
We aim high – If we're not improving, we're falling behind	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We have a laser-like focus on improving our competitive advantage, expense management and ROI	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We encourage a culture of accountability because it drives enthusiasm, communication, innovation and performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In the past 24 months, we have developed and introduced a new product or service based on customer feedback	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our customer retention rate is higher than the industry average	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We minimize "red tape" to speed decision-making	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We "best-mark" against other departments, ourselves, our industry and other winners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We differentiate between mistakes and under-performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We aren't afraid to try new things and make mistakes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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