

# Improve performance Strategic Organizational Assessment

Focus your time and resources on your most critical items. The SBTDC can help you identify and prioritize issues and develop appropriate actions that support your business's growth. Our organizational assessment examines eight key management areas.

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|---------------------------------|-------------------------------------|
| 1. Vision/Strategy              | 5. Managing Customer Service        |
| 2. Developing Products/Services | 6. Managing Human Capital           |
| 3. Marketing/Sales              | 7. Knowledge/Information Management |
| 4. Delivering Products/Services | 8. Financial                        |

**SAMPLE IMPORTANCE/PERFORMANCE MATRIX**

8. FINANCIAL	IMPORTANCE	4.5 to 5	<p><b>MUST IMPROVE</b></p> <p><i>Financial resources</i> <i>Cash management</i></p>	<p><b>SHOULD IMPROVE</b></p> <p><i>Use of financial ratios</i> <i>Integrate budgets in plan</i></p>	<p><b>EXCELLING</b></p>
		3.5 to 4.5	<p><b>SHOULD IMPROVE</b></p> <p><i>Estimate financial goals</i> <i>Conduct industry benchmarking</i></p>	<p><b>CONTINUE</b></p> <p><i>Estimate audit controls</i></p>	<p><b>EFFECTIVE</b></p>
		1 to 3.5	<p><b>LOW PRIORITY</b></p>	<p><b>RECONSIDER</b></p>	<p><b>POOR USE OF RESOURCES</b></p>
			1 to 3.5	3.5 to 4.5	4.5 to 5
		PERFORMANCE			

For more on the SBTDC's assessment and planning tools, go to [www.sbtcdc.org/assessments](http://www.sbtcdc.org/assessments)



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