



How do you Score?

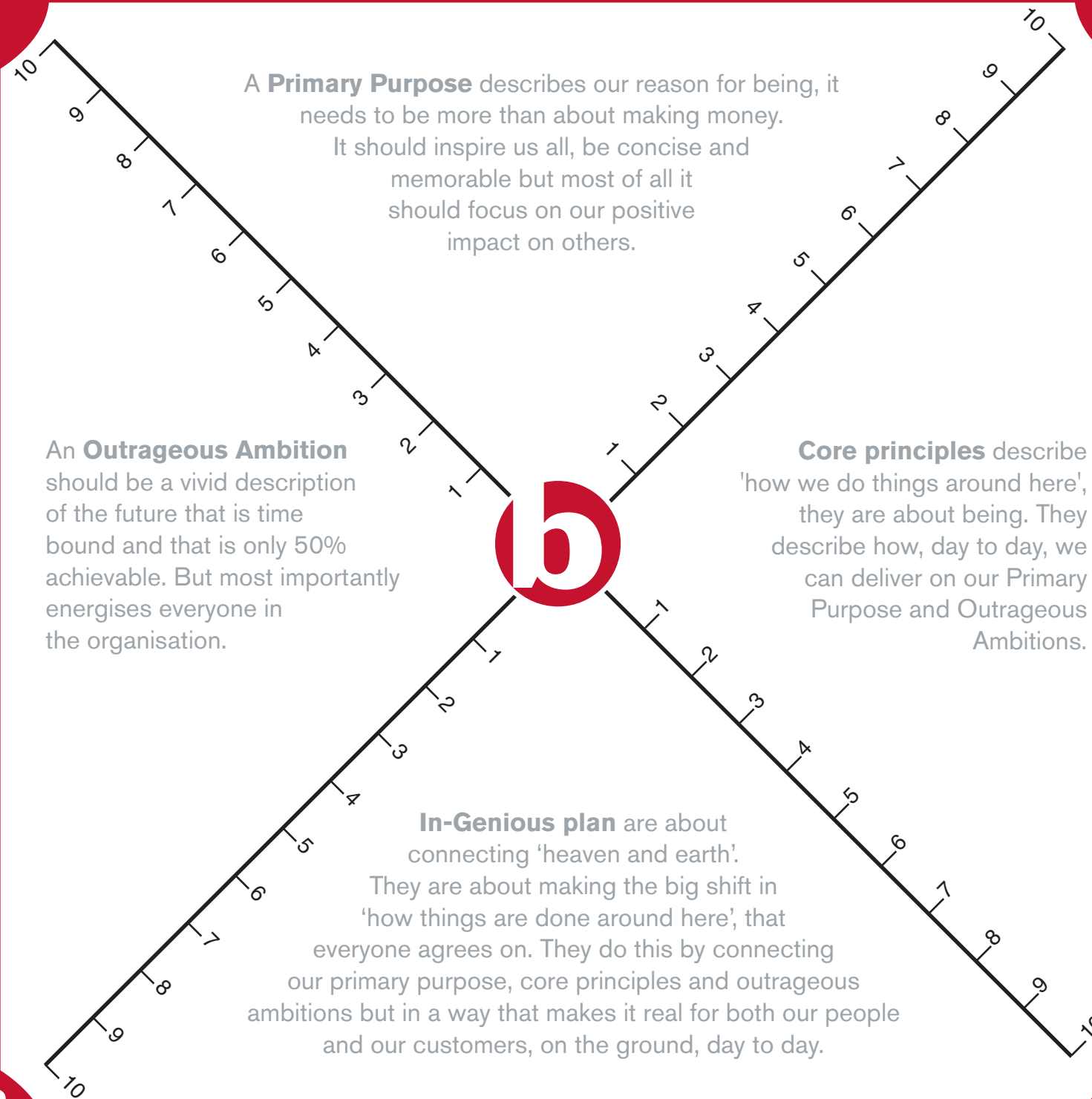
Please score each question from 1-5
1 being poor, and 5 being excellent

Primary Purpose

Primary Purpose	Score
Has your organisation got a Primary Purpose, does it meet the criteria?	
Is this well communicated within the organisation?	
Total	

Core Principles

Core Principles	Score
Does your organisation have clear Core Principles?	
Are they well communicated, and are people living them?	
Total	



Outrageous Ambition	Score
Does your organisation have an Outrageous Ambition, does it meet the criteria?	
Are all your employees clear about the ambition and moving towards it?	
Total	

In-Genious Plan	Score
Does your organisation have an In-Genious Plan?	
Is everyone focused on it and fulfilling it?	
Total	

Outrageous Ambition

In-Genious Plan