

# ASSESSMENTS

Why Diagnostics? For over 30 years we have used the most current tools to quickly diagnose core business functionality to look for signs of weakness. Diagnostics are a very quick way we analyze and report back to you where potential problem areas lie.

We are in the process of moving our proprietary diagnostics platform to cloud based systems so all business owners have an opportunity to quickly assess their companies and have a road map to moving their companies forward. Over thirty years of assessing best-in-class diagnostics along with our own proprietary systems have combined to enable us to quickly access all areas of Financial, Operational, Customer, and Staff alignment issues. Our Diagnostics may be all you need to plan how to grow to the next level, solve a suspected intractable problem or to save a company on the verge of collapse.

## Product and Customer Alignment

We are offering this Diagnostic at no cost to companies looking to identify issues with product/service delivery, internal and external alignment of financial and staff resources and to uncover dysfunction. If you would like to test your company against a database of thousands of companies and receive a report at no-cost to you, please follow the links to the diagnostic and fill out the questionnaire. It will take no more than 10-15 minutes of your time and will provide you with a concise report on your company's status.

## **Tips for taking the Diagnostics:**

1. For the most part, having multiple people from your company fill out the forms adds to the value of the diagnostic. With multiple entries, we can see very clearly where issues arise.
2. Make sure each person filling out the form consistently lists your company's name. ABC Plumbing, ABC, Inc., etc. may all look the same to your staff, but when we go to assess the information, we need to know we are not comparing data from multiple firms with similar names.
3. Just do it. It is a 25 or so questionnaire. It will take no more than 10-15 minutes. Get started now and add others in your company after you complete your portion. Make sure you complete the contact information so we can contact you with the results. You will be contacted by a partner in the firm, no internal or external sales people!

## **Background:**

GlobalCEO Solutions working with Brightline Strategies has devised a simple Business Performance Assessment that will uncover weaknesses and strengths in the following four areas:

- Alignment with your Customers
- Differentiation of your Product or Service with Competitors
- Sustainability of your Product or Service
- Performance of your Company

We will look for trends, strengths and weaknesses and compare this information with your peer group companies in the Brightline database. In effect this becomes a "Window into your company" uncovering issues, processes, attitudes and behaviors that hurt sales and growth.

Everyone who completes the survey will walk away with a report on how their company stacks up against the marketplace. It will provide an overview of the weaknesses and strengths of

your company in the four areas listed above with comparison to companies in your industry.

Take the Survey: [CLICK HERE](#) to take the survey

[Full report](#)

### Sample of the Report you will Receive:



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