

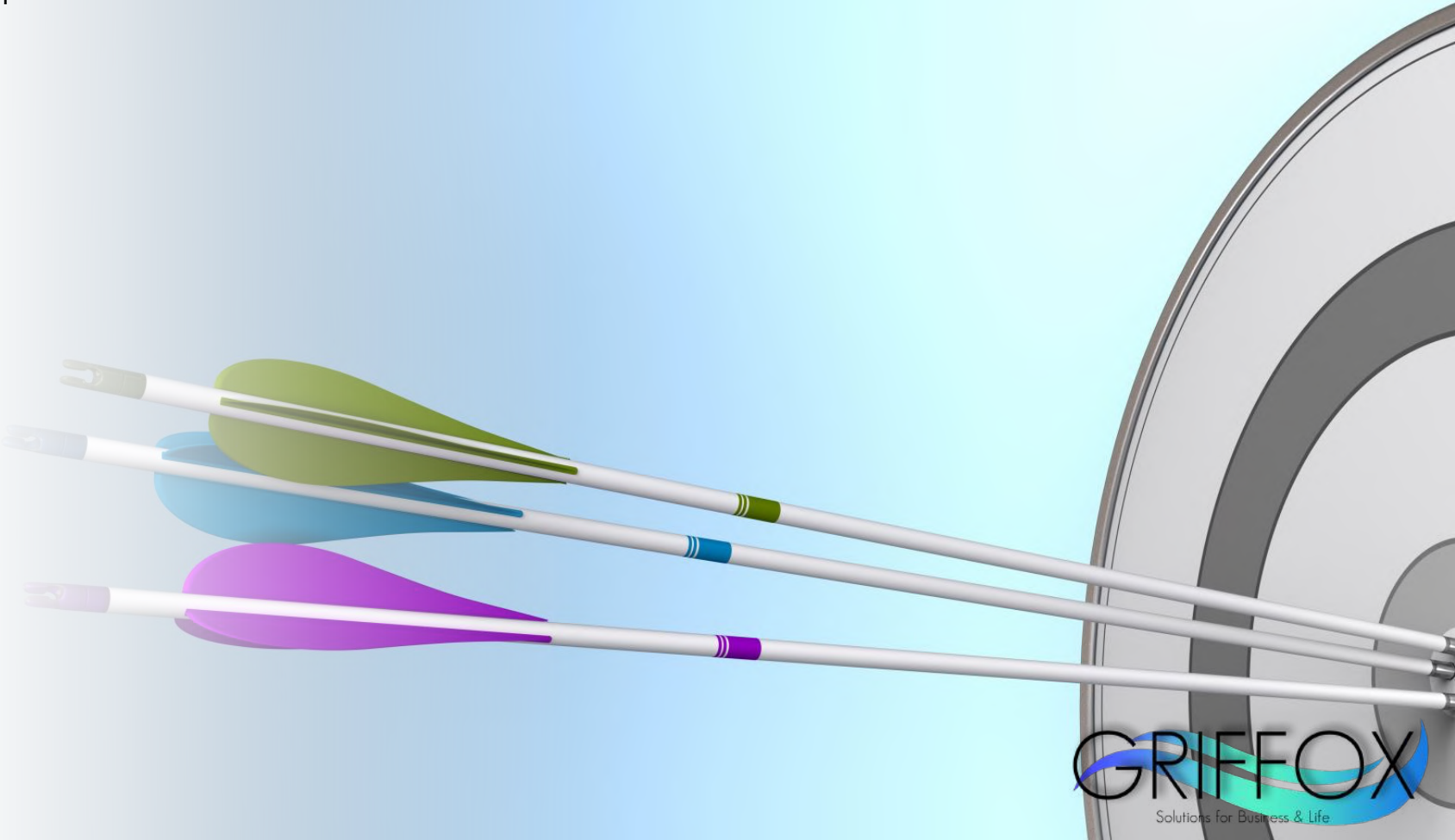
Guiding questions for organizational diagnosis



*Perspectives to optimize
your business!*

Corporate goals

1. What is your company's mission statement? What is the overarching purpose of your company, and what is its reason for existence?
2. What are your company's short-term and long-term goals? What specific objectives does your company want to achieve within the next few years, and what are its aspirations for the future?
3. What are your company's core values? What principles guide the company's actions and decision-making, and how are these values reflected in your company's culture?
4. What is your company's target market? Who are your company's customers, and what are their needs and wants?
5. What are your company's competitive advantages? What makes your company unique and better than its competitors, and how can it leverage these advantages to achieve its goals?
6. What are your company's financial goals? What are your company's revenue and profit targets, and what financial metrics will be used to measure the company's success?
7. What are your company's growth strategies? How does your company plan to expand its business, and what initiatives will be undertaken to achieve growth?
8. How will your company measure progress toward its goals? What metrics will be used to track performance, and how often will progress be reviewed and reported?





Management

1. What is your company's management structure, and how are responsibilities and roles defined?
2. What is the process for evaluating and selecting new managers?
3. What training and development opportunities are available to managers?
4. How are managers held accountable for their performance and the performance of their teams?
5. What is the process for providing feedback and addressing performance issues with managers?
6. How are managers empowered to make decisions, and what is the decision-making process within your company?
7. What is your company's approach to performance management, and how are managers involved in this process?
8. How are managers evaluated and rewarded for their performance, and what metrics are used to determine success?
9. What is your company's approach to employee engagement, and how are managers responsible for fostering a positive work environment?
10. How are managers trained and equipped to handle conflict and difficult situations with employees?

Leadership

1. What are your company's leadership principles or values, and how are they communicated to employees?
2. How are leaders selected, evaluated, and developed within your company?
3. How are leadership skills and behaviors assessed, and what metrics are used to measure leadership effectiveness?
4. What is the process for providing feedback to leaders, and how are they held accountable for their performance?
5. How are leaders held responsible for creating and maintaining a positive and inclusive workplace culture?
6. How are leaders encouraged to take risks and innovate, while also maintaining a focus on the company's mission and goals?
7. What is your company's approach to succession planning for leadership positions?
8. What training and development opportunities are available for leaders, and how are these programs designed to support their growth?
9. How are leaders held accountable for diversity, equity, and inclusion initiatives within the company?
10. How are leaders encouraged to collaborate across departments and functions to achieve the company's goals and objectives?



Structures: organizational structure

1. What is your company's overall strategy, and how should the organizational structure support it?
2. What are your company's goals and objectives, and how should the organizational structure be designed to achieve them?
3. What are the key functions and processes required to achieve your company's goals, and how should they be organized?
4. What are the core competencies of your company, and how should the organizational structure be designed to leverage them?
5. What are the reporting relationships within your company, and how will decision-making be distributed?
6. What are the levels of hierarchy within your company, and how will communication flow between them?
7. How will your company balance centralization and decentralization of decision-making authority?
8. What are the roles and responsibilities of each position within the organizational structure, and how will performance be evaluated?
9. What are the training and development needs of employees within the organizational structure?
10. What are the mechanisms for ensuring accountability, transparency, and effective governance within the organizational structure?

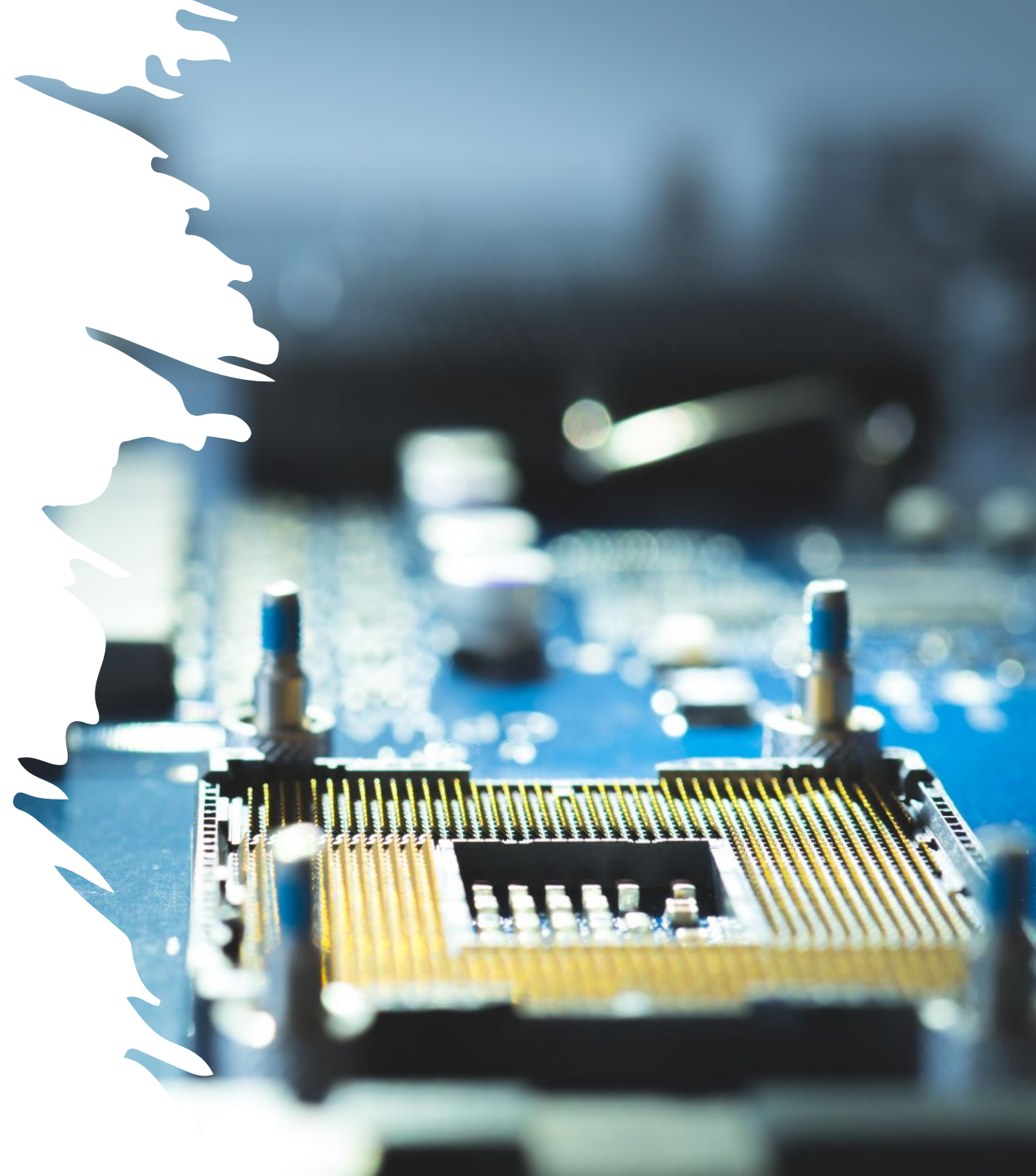


Structures: workflows

1. What are the core business processes that the workflows will support?
2. How are the stakeholders involved in the workflows, and what are their roles and responsibilities?
3. What are the inputs and outputs of each workflow, and how are they connected to other workflows within the organization?
4. What are the key steps and decision points within each workflow, and what are the criteria for moving from one step to the next?
5. What are the performance metrics and KPIs for each workflow, and how will performance be monitored and evaluated?
6. How will the workflows be documented and communicated to stakeholders, and what training will be provided to ensure understanding and adherence to the workflows?
7. What are the potential risks and challenges associated with each workflow, and what contingency plans are in place to address them?
8. How will the workflows be optimized and improved over time, and what mechanisms are in place for continuous improvement?
9. What technologies and tools will be used to support the workflows, and how will they be integrated into the organization's overall technology stack?
10. What are the policies and procedures related to data management, security, and privacy, and how will they be incorporated into the workflows?

Technical support systems and tools

1. What are the technical systems and tools currently in use by your company?
2. How are these systems and tools used in the day-to-day operations of your company?
3. What are the goals for using these systems and tools, and how do they support your company's overall objectives?
4. How are these systems and tools managed and maintained, and who is responsible for these tasks?
5. What is the process for acquiring and implementing new technical systems and tools, and how are these decisions made?
6. How is employee training and development provided to ensure they are proficient in using these systems and tools?
7. What are the costs associated with these systems and tools, including both initial acquisition and ongoing maintenance?
8. What are the security and privacy considerations related to these systems and tools, and how are they addressed?
9. How are these systems and tools integrated with other company systems and tools, such as HR or financial software?
10. How are the effectiveness and efficiency of these systems and tools measured and evaluated, and what metrics are used to determine their success?



Recognition of the work performed

1. What criteria are used to evaluate employee performance and determine recognition?
2. How are employees informed of their recognition criteria and opportunities?
3. What types of recognition are available, such as bonuses, promotions, or other forms of acknowledgement?
4. Who is responsible for determining and granting recognition, such as managers or a dedicated recognition committee?
5. How often is recognition given, and is it tied to specific milestones or achievements?
6. How are employees nominated for recognition, and are there any formal or informal processes for doing so?
7. Are there any limitations or restrictions on who can receive recognition, such as based on job title or length of service?
8. How is recognition communicated to employees and other stakeholders, such as clients or shareholders?
9. How is the impact of recognition on employee motivation, engagement, and retention measured and evaluated?
10. How does recognition fit into the broader company culture and values, and how is it aligned with other HR and business strategies?

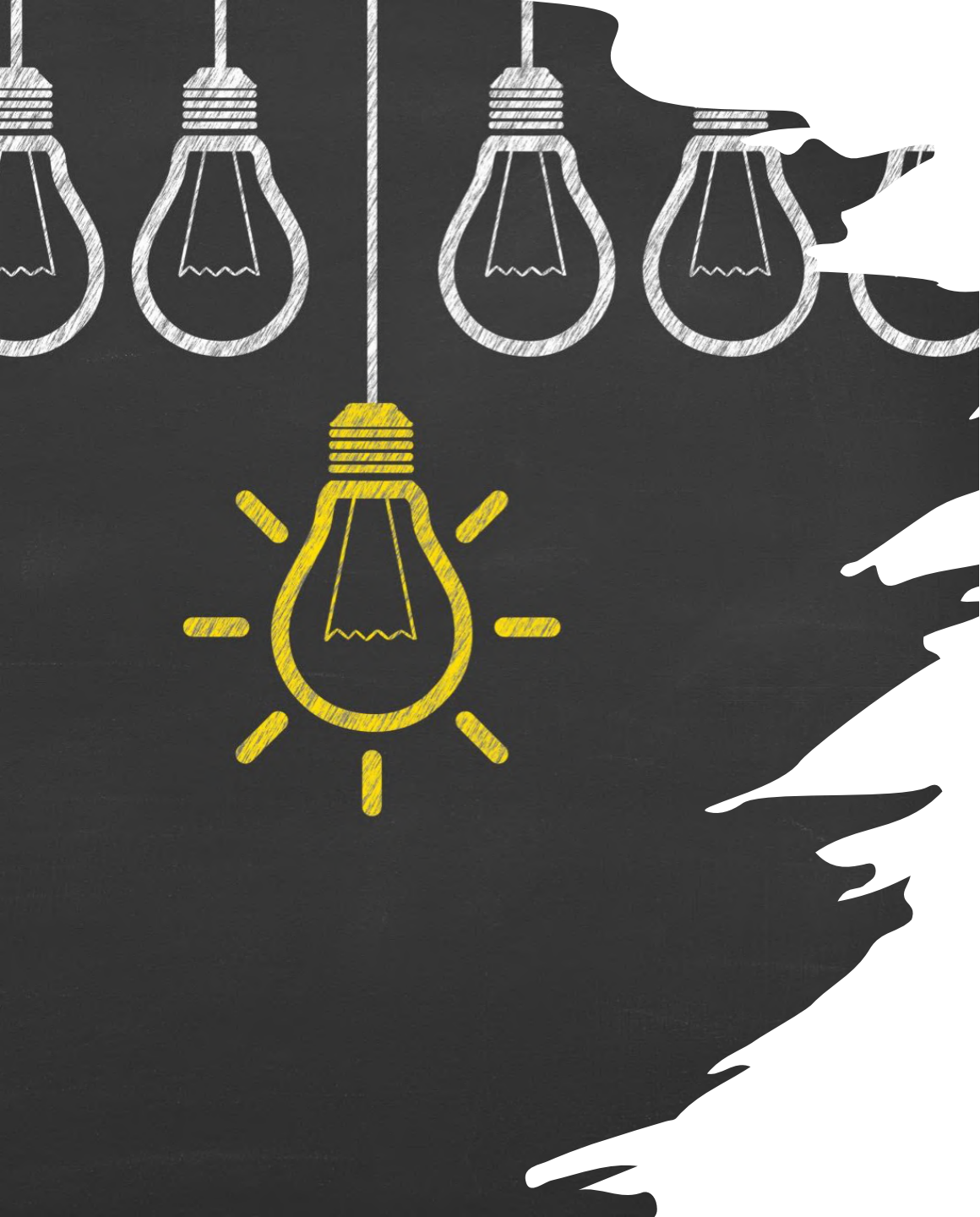




Relationships & Collaboration

1. What are your company's strategic partnerships, and how do they align with your company's goals and objectives?
2. What are the communication channels and protocols for collaborating with partners, vendors, and suppliers?
3. How does your company engage with customers, and what are the mechanisms for soliciting and responding to feedback?
4. How does your company foster a culture of collaboration and teamwork among employees, and what are the incentives and rewards for collaboration?
5. What are the tools and technologies that your company uses to support collaboration and communication, and how are they integrated into your company's workflows?
6. What are the processes and procedures for managing conflicts and resolving disputes in collaborative relationships?
7. What are the policies and guidelines for sharing information and intellectual property with partners and collaborators, and how are they enforced?
8. What are the performance metrics and KPIs for measuring the success of collaborative relationships, and how are they monitored and evaluated?
9. How does the company ensure compliance with relevant laws and regulations related to data privacy and security in collaborative relationships?
10. How does your company manage risk in collaborative relationships, and what are the contingency plans in case of unforeseen events?





Corporate Culture

1. What are your company's values, and how are these values communicated and integrated into the corporate culture?
2. What is your company's approach to employee engagement, and how are employees empowered to contribute to your company's mission and goals?
3. What is the process for hiring and onboarding employees, and how is this process optimized to identify candidates who are a good fit for your company's culture?
4. What is the process for providing training and development opportunities to employees, and how are these opportunities optimized to support career growth and skill development?
5. How are diversity, equity, and inclusion integrated into your company's culture, and what is your company's approach to promoting a diverse and inclusive workplace?
6. What is your company's approach to performance management, and how are performance metrics aligned with your company's values and goals?
7. What is the process for providing feedback to employees, and how is this feedback used to support continuous improvement?
8. How are collaboration and teamwork encouraged and supported within your company, and what is the process for resolving conflicts?
9. What is your company's approach to work-life balance, and how are employees supported in maintaining a healthy work-life balance?
10. What is the process for recognizing and rewarding employees who embody the company's values and contribute to the company's success?

Customer Service

1. What are your company's goals for customer service, and how are these goals measured and evaluated?
2. What channels are available for customers to reach your company, such as phone, email, chat, or social media?
3. How are customer inquiries and issues tracked and managed, and what is the process for resolving them?
4. What training and development opportunities are available for customer service representatives, and how are they empowered to solve problems and provide excellent service?
5. What is the process for gathering customer feedback, and how is this feedback used to improve the customer experience?
6. What is your company's approach to handling customer complaints, and how are these complaints addressed and resolved?
7. How are customer service metrics, such as response time and satisfaction ratings, used to identify areas for improvement?
8. What is the process for monitoring and analyzing customer service trends and patterns, and how is this data used to optimize customer service?
9. How are customer service representatives held accountable for their performance, and what incentives or rewards are in place to encourage excellent service?
10. How is customer service integrated with other company functions, such as sales and marketing, to create a seamless and positive customer experience?



HR

1. What are the company's HR goals, and how are these goals measured and evaluated?
2. What is the HR department's role in recruiting, selecting, and hiring employees, and how is this process optimized?
3. What is the process for onboarding new employees, and how is this process designed to support their success?
4. How are employee benefits and compensation packages designed and evaluated, and what metrics are used to determine their effectiveness?
5. What is the process for providing ongoing employee training and development, and how are these programs designed to support career growth and development?
6. How are employee performance evaluations conducted, and what is the process for providing feedback and addressing performance issues?
7. What is your company's approach to employee engagement, and how is the HR department responsible for fostering a positive work environment?
8. How are HR policies and procedures communicated to employees, and what is the process for updating and revising these policies?
9. What is the HR department's role in ensuring compliance with labor laws and regulations, and how are these regulations monitored and enforced?
10. How are HR metrics, such as employee turnover and retention rates, used to identify areas for improvement and optimize the HR department's performance?



Operations

1. What are your company's operational goals, and how are these goals measured and evaluated?
2. What is the process for assessing and improving the efficiency of operational processes and workflows?
3. What is your company's approach to inventory management and supply chain optimization, and how are these processes evaluated and improved?
4. What is the process for identifying and mitigating operational risks, and how are contingency plans developed and implemented?
5. What is your company's approach to quality assurance and control, and how are these processes integrated into operations?
6. What is your company's approach to data management and analysis, and how are data-driven insights used to optimize operations?
7. What is the process for identifying and addressing bottlenecks and inefficiencies in operational processes?
8. How are employees trained and empowered to identify and implement process improvements?
9. What is the company's approach to sustainability and environmental responsibility, and how are these principles integrated into operational processes?
10. What is your company's approach to innovation and continuous improvement, and how are these values integrated into the culture of operations?





IT

1. What are your company's IT goals, and how are these goals measured and evaluated?
2. What is the IT department's role in supporting your company's overall strategy and operations, and how is this alignment optimized?
3. What is the process for identifying and mitigating IT-related risks, such as cybersecurity threats or system failures?
4. What is your company's approach to IT infrastructure management, and how is this infrastructure optimized for performance and scalability?
5. What is the process for identifying and implementing new technologies, and how are these technologies evaluated for their potential to improve business operations?
6. What is the process for providing IT support to employees, and how is this support optimized to minimize downtime and disruptions?
7. How are IT security measures, such as access controls and encryption, implemented and monitored to protect sensitive data?
8. What is your company's approach to data management and analysis, and how are data-driven insights used to optimize business operations?
9. What is the process for developing and implementing disaster recovery and business continuity plans, and how are these plans tested and updated regularly?
10. What is the IT department's role in promoting innovation and continuous improvement, and how are these values integrated into the culture of IT operations?

Marketing & Sales



1. What are your company's marketing and sales goals, and how are these goals measured and evaluated?
2. What is your company's target market, and how is this market defined and segmented?
3. What is the company's approach to branding, and how is this branding optimized to effectively communicate the company's values and message?
4. What is the process for identifying and engaging with potential customers, and how are these leads converted into sales?
5. What is the process for creating and executing marketing campaigns, and how are these campaigns evaluated for their effectiveness?
6. What is the process for developing and implementing sales strategies, and how are these strategies evaluated and optimized for performance?
7. How is customer feedback collected and analyzed, and how is this feedback used to improve marketing and sales efforts?
8. What is the process for gathering and analyzing market research data, and how is this data used to optimize marketing and sales strategies?
9. What is your company's approach to digital marketing, and how are these strategies integrated with traditional marketing efforts?
10. How are marketing and sales metrics, such as conversion rates and customer acquisition costs, used to identify areas for improvement and optimize performance?



Risk Management

1. What are the potential risks that the company may face?
2. How likely are these risks to occur?
3. What are the potential consequences of each risk?
4. How can the company prevent or mitigate these risks?
5. What measures are in place to detect and respond to risks?
6. Who is responsible for managing risks within the company?
7. How will the company monitor and assess the effectiveness of its risk management strategies?
8. How will the company communicate and report on its risk management activities to stakeholders?
9. How will the company ensure compliance with relevant laws and regulations related to risk management?
10. How will the company adapt its risk management strategies to changing circumstances or emerging risks?



If you have any questions, feel free to contact us!

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