

Product	<p><b>Business Smarts Profile™</b></p> <p>An assessment that provides a comprehensive, overall picture of manager and leader behavior related to the mission critical factors for organizational success and performance.</p>
Scales	<p>Ratings on the following scales are provided:</p> <ul style="list-style-type: none"> <li>•<i>Strategy Smarts</i>—behavior related to setting strategy</li> <li>•<i>Culture Smarts</i>—behavior for creating an engaged culture</li> <li>•<i>Finance Smarts</i>—behavior related to financial decisions</li> <li>•<i>Operation Smarts</i>—behavior related to enhanced operations</li> <li>•<i>Talent &amp; Human Resources Smarts</i>—behavior related to developing talent</li> <li>•<i>Product Development Smarts</i>—behavior related to developing new products</li> <li>•<i>Customer Satisfaction Smarts</i>—behavior related to customer centricity</li> <li>•<i>Sales Force Smarts</i>—behavior related to enhancing sales activities</li> <li>•<i>Marketing Smarts</i>—behavior related to enriching brand and market presence</li> </ul>
Profile	<p>The generated report provides data on the number of individuals who completed the questionnaire, the frequency distribution of ratings (1 - 5) on every question, means (averages) on every dimension, variance with industry benchmarks, and open comments from raters.</p>
Attributes	<p>Important attributes of this assessment include:</p> <ul style="list-style-type: none"> <li>•web enabled and web administration of account set up and of the assessment</li> <li>•10 minute assessment completion of rating 45 questions</li> <li>•unlimited number of raters allowed</li> <li>•industry related comparisons</li> <li>•automated report generation</li> </ul>
Value	<p>Organizations discover the elements needing focused attention on the part of the managers and leaders with a minimal investment of time and resources. There are 45 items that cover 9 factors of performance. Knowing how the ratings are distributed provides a basis for analysis and action.</p>
Who for	<p>Organizations of any size will find the generated data useful in identifying key areas of focus to enhance performance. Consultants, facilitators, and managers can set up the administration and report generation through an easy to use dashboard account.</p>