

# The Business SMARTS Suite™

Get SMART. The online Strategic Assessments that accelerate SMART Business Results.

<https://www.business-SMARTS.biz/>

Like never before, barriers to your business success result from a VUCA (volatile, uncertain, complex, and ambiguous) market place. In real time, it is increasingly challenging for you and your team to focus on the right things. Each of the four online SMART Assessments™ allows you to quickly identify your best areas of focus – and take action on your highest-return strategies.

The core value of the SMART Assessments is their focus on the underlying behaviors that drive your business results. Leveraging the **Business SMARTS Suite** can help you take control of your organization's performance by having a deep understanding of the mission-critical dimensions of performance.



## Strategic SMARTS Profile™

Provides key data on leader/manager behavior and mindset related to their organization's strategic effectiveness.

The Strategic SMARTS Profile™ allows leaders in organizations to quickly identify and prioritize the issues that can enhance building a strategic-oriented culture and long-term value. Scores are reported on six key areas: 1) **Strategic Information**, 2) **Strategic Intentions**, 3) **Strategic Tactics**, 4) **Strategic-Minded Culture**, 5) **Strategic Thinking**, and 6) **Strategic Assets**.

**Your company's data are benchmarked against peers.**



## Business SMARTS Profile™

Provides an overall picture of nine key dimensions of business & organizational performance.

The Business SMARTS Profile™ allows leaders in organizations to quickly identify and prioritize the critical issues facing a business. Scores are reported on each of the nine perspectives: 1) **Strategy**, 2) **Culture**, 3) **Finance**, 4) **Operations**, 5) **Product Development**, 6) **Human Relations**, 7) **Customer Satisfaction**, 8) **Sales Force**, and 9) **Marketing**.

**Your company's data are benchmarked against peers.**



## Marketing SMARTS Profile™

Spotlights insight into the key elements of marketing activities at all levels of the organization.

The Marketing SMARTS Profile™ allows leaders in organizations to quickly identify and prioritize the critical Marketing issues facing a business or organization. Scores are reported on each of the following eight perspectives: 1) **Marketing Strategy Mindset**, 2) **Brand & Identity**, 3) **Web/eCommerce & Social Media**, 4) **Competitive Positioning**, 5) **Market Research**, 6) **Product Research**, 7) **Marketing to Sales Integration**, and 8) **Marketing Savvy**.

**Your company's data are benchmarked against peers.**



## Group LEAD Profile™

Ideal for groups involved in large corporate-system policies or community-decision processes. Measures key group decision issues.

The Group LEAD Profile™ focuses group awareness and performance on these four factors to accelerate effective action:

1) **Strategic Perspectives** (e.g., Managing Strategic Propositions), 2) **Innovation Mindset** (e.g., Creating New and Different), 3) **Getting Things Done** (e.g., Making timely Quality Decisions), and 4) **Working Together** (e.g., Exhibiting Mutual Trust, Navigating Political Dynamics)