

The Business SMARTS Suite™

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

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- Select** Select the Business SMARTS Suite assessment tool which meets your current business needs—evaluating (1) overall business activities, (2) marketing strategies, (3) strategic initiatives, or (4) group decision-making.
- Create** On the www.business-smarts.biz site, create your account which allows you to select any assessment tool you want to use, now or in the future. Unless you are paying with a purchase order and have received a pre-payment code, you will need to pay for the assessment at the time you create the account. Your fee covers the assessment administration and includes as many raters as you want for a given report.
- Register** Having selected the assessment tool to boost your business, follow the dashboard prompts and enter the names and emails of all individuals you want to take the assessment. We recommend that *before* you enter their names, you alert them that an email inviting them to **complete a confidential survey** is going to arrive with a unique link which only can be used by the individual. Note that the moment you submit their names on the assessment dashboard, those individuals will receive an email with a unique link for this specific administration of the tool you selected.
- Deploy** You may view survey completion rates (but not individual ratings) on your assessment dashboard. From the dashboard, you may:
- hit the “score” button as often as you like to produce a pdf of your data for that moment in time. Data are only entered into the database when an individual hits submit at the end of the survey
 - click a simple reminder button if individuals have not completed the survey as you expect in a timely manner
- Interpret** When you score for your final report, a pdf will be generated of all of your survey averages, variances, and written comments. Suggestions for facilitation a discussion about your results are provided in the report.
- You can arrange either a consult about your individual report and how to approach facilitating the discussion or you can contract for one of the business consultants to design an interpretation and facilitation program for your organization to maximize your findings. Contact us at 336-774-0330, extension 106 or email info@leadership-systems.com

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Product	<p>Business SMARTS Profile™</p> <p>An online assessment that provides a comprehensive, overall picture of leader/ manager behavior related to the mission critical factors for organizational success and performance.</p>
Scales	<p>Ratings on the following scales are provided:</p> <ol style="list-style-type: none"> 1. Strategy SMARTS – behavior related to setting strategy. 2. Culture SMARTS – behavior for creating an engaged culture. 3. Finance SMARTS – behavior related to financial decisions. 4. Operation SMARTS – behavior related to enhanced operations. 5. Talent & Human Resources SMARTS – behavior related to developing talent. 6. Product Development SMARTS – behavior related to developing new products. 7. Customer Satisfaction SMARTS – behavior related to customer centricity. 8. Sales Force SMARTS – behavior related to enhancing sales activities. 9. Marketing SMARTS – behavior related to enriching brand and market presence.
Profile	<p>The web-generated Business SMARTS Report provides data on the number of individuals who completed the online assessment, the frequency distribution of ratings (1 - 5) on every question, means (averages) on every dimension, variance with industry benchmarks, and open comments from raters. The Report outlines <u>analytics for action</u>.</p>
Attributes	<p>Important attributes of this online assessment include:</p> <ul style="list-style-type: none"> ■ Web enabled and web administration of account set up and of the assessment. ■ Minimal time; 10-minute online assessment completion for rating 45 questions. ■ Unlimited number of raters allowed. ■ A CONFIDENTIAL assessment; no individual results are reported; only aggregate data. ■ Industry related comparisons. ■ Automated report generation. ■ Consultants, facilitators, and managers can set up the administration and report generation through an easy to use dashboard account.
Solution	<p>This report gives you an excellent view of perspectives on all of the key aspects of the business. Everything from strategic, operational, to sales and marketing perspectives are provided. This will allow management to look at how to get greater direction, alignment, and commitment in the organization.</p>

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Value	<p><u>Near-Term:</u></p> <ul style="list-style-type: none"> ▪ Your company's data is benchmarked for your industry – variances are identified. ▪ Identify underlying leader/manager behaviors that drive business performance. ▪ Cut through complexity; save time. ▪ Gain clarity and consensus; focus on the highest-return strategies. ▪ Further develop team and culture. <p><u>Position for the Future:</u></p> <ul style="list-style-type: none"> ▪ Help establish clear direction for internal and external stakeholders. ▪ Build/sustain market competitiveness. ▪ Position the organization for the long-term; better control your destiny.
Who for	<ul style="list-style-type: none"> ▪ "C-Suite" Senior Level Executives. ▪ Organizations of any size will find the generated data useful. ▪ Manufacturing Companies expanding from an operational focus to a Balanced-Scorecard mindset.

Note our consulting support follows the following process when using survey data:

Step 1: Discovery	Step 2: Analytics	Step 3: Development	Step 4: Execution	Step 5: Results
Assessing with thorough and appropriate comprehensive tools and data gathering methods to fully understand the factors involved.	Utilizing evidence based trends and analysis to aid targeted and custom tactics and strategies is essential.	Creating a detailed plan for growth and effectiveness whether focusing on individual, team, or organizational performance.	Employing an action matrix for deploying talent and aligning actions with goals enables individuals, teams, or organizational leadership to have a reliable plan of action.	Monitoring the key performance indicators related to goal achievement enables plan adjustment and evaluation of the utility of outcomes.

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Product	<p>Marketing SMARTS Profile™</p> <p>An online assessment that provides a comprehensive, overall picture of leader/ manager behavior related to the marketing factors that boost produce and service value in the market place.</p>
Scales	<p>Ratings are provided for the following scales:</p> <ol style="list-style-type: none"> 1. Marketing Strategy Mindset - behavior related to marketing strategies. 2. Brand & Identity - behavior related to building a brand. 3. Web, eCommerce & Social Media - behavior related to digital tactics. 4. Competitive Positioning - behavior related to promoting competitiveness. 5. Market Research - behavior related to knowing the marketplace. 6. Product Research - behavior related to product value. 7. Marketing to Sales Integration - behavior related to linking marketing to sales. 8. Marketing Savvy - behavior related to overall marketing initiatives.
Profile	<p>The web-generated Marketing SMARTS Report provides data on the number of individuals who completed the online assessment, the frequency distribution of ratings (1 - 5) on every question, means (averages) on every dimension, variance with industry benchmarks, and open comments from raters. The Report outlines <u>analytics for action</u>.</p>
Attributes	<p>Important attributes of this online assessment include:</p> <ul style="list-style-type: none"> ▪ Web enabled and web administration of account set up and of the assessment. ▪ Minimal time; 10-minute assessment completion for rating 56 questions. ▪ Unlimited number of raters allowed. ▪ A CONFIDENTIAL assessment; no individual results are reported, only aggregate data. ▪ Industry related comparisons. ▪ Automated report generation. ▪ Consultants, facilitators, and managers can set up the administration and report generation through an easy to use dashboard account.
Solution	<p>This report allows for a close-up view of perspectives of all dimensions of sales and marketing. You have an opportunity to see how aligned the organization is on the key elements of branding and marketing as it impacts sales and future product decision.</p>

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Value	<p><u>Near-Term:</u></p> <ul style="list-style-type: none"> ▪ Your company's data is benchmarked for your industry - variances are identified. ▪ Spotlight insight into key marketing elements at all levels of the organization. ▪ Cut through complexity; save time. ▪ Gain clarity and consensus; focus on key, priority marketing initiatives. ▪ Further develop team and culture around marketing for action strategies. <p><u>Position for the Future:</u></p> <ul style="list-style-type: none"> ▪ Help establish clear marketing direction for internal and external stakeholders. ▪ Build/sustain market competitiveness. ▪ Position the organization in the marketplace; better control your destiny.
Who for	<ul style="list-style-type: none"> ▪ "C-Suite" Senior Level Executives & Marketing Specialists. ▪ Organizations of any size will find the generated data useful. ▪ Manufacturing Companies needing to diversify and expand their marketing.

Note our consulting support follows the following process when using survey data:

Step 1: Discovery	Step 2: Analytics	Step 3: Development	Step 4: Execution	Step 5: Results
Assessing with thorough and appropriate comprehensive tools and data gathering methods to fully understand the factors involved.	Utilizing evidence based trends and analysis to aid targeted and custom tactics and strategies is essential.	Creating a detailed plan for growth and effectiveness whether focusing on individual, team, or organizational performance.	Employing an action matrix for deploying talent and aligning actions with goals enables individuals, teams, or organizational leadership to have a reliable plan of action.	Monitoring the key performance indicators related to goal achievement enables plan adjustment and evaluation of the utility of outcomes.

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Product	<p>Strategic SMARTS Profile™</p> <p>An assessment that provides a comprehensive, overall picture of manager and leader behavior related to the developing and building a strategic oriented culture that build long term value and organizational strength.</p>
Scales	<p>Ratings are provided for the following scales:</p> <ol style="list-style-type: none"> 1. Strategic Information—behavior related to future market trends 2. Strategic Intentions—behavior related to boosting innovation 3. Strategic Tactics—behavior related to product/service market value 4. Strategic-Minded Culture—behavior related to boosting risk taking 5. Strategic Thinking—behavior related to analysis and scenario planning 6. Strategic Assets—behavior related to boosting long term value chain
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. The Report outlines <u>analytics for action</u>.</p>
Attributes	<p>Important attributes of this online assessment include:</p> <ul style="list-style-type: none"> ▪ Web enabled and web administration of account set up and of the assessment. ▪ Minimal time; 10-minute assessment completion for rating 48 questions. ▪ Unlimited number of raters allowed. ▪ A CONFIDENTIAL assessment; no individual results are reported, only aggregate data. ▪ Industry related comparisons. ▪ Automated report generation. ▪ Consultants, facilitators, and managers can set up the administration and report generation through an easy to use dashboard account.
Solution	<p>This report allows for a close-up view of perspectives of all dimensions of strategic mindset and strategic perspectives. You have an opportunity to see how aligned the organization is on the key elements of making sure everyone is working to put the business in the position of most opportunity.</p>

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Value	<p><u>Near-Term:</u></p> <ul style="list-style-type: none"> ▪ Your company's data is benchmarked for your industry – variances are identified. ▪ Spotlight insight into key strategic elements at all levels of the organization. ▪ Cut through complexity; save time. ▪ Gain clarity and consensus; focus on key, priority marketing initiatives. ▪ Further develop team and culture around marketing for action strategies. <p><u>Position for the Future:</u></p> <ul style="list-style-type: none"> ▪ Help establish clear business direction for internal and external stakeholders. ▪ Build a strategy for suitability and competitiveness. ▪ Position the organization in the marketplace; better control your destiny.
Who for	<ul style="list-style-type: none"> ▪ "C-Suite" Senior Level Executives & Marketing Specialists. ▪ Organizations of any size will find the generated data useful. ▪ Manufacturing Companies needing to diversify and expand their marketing.

Note our consulting support follows the following process when using survey data:

Step 1: Discovery	Step 2: Analytics	Step 3: Development	Step 4: Execution	Step 5: Results
Assessing with thorough and appropriate comprehensive tools and data gathering methods to fully understand the factors involved.	Utilizing evidence based trends and analysis to aid targeted and custom tactics and strategies is essential.	Creating a detailed plan for growth and effectiveness whether focusing on individual, team, or organizational performance.	Employing an action matrix for deploying talent and aligning actions with goals enables individuals, teams, or organizational leadership to have a reliable plan of action.	Monitoring the key performance indicators related to goal achievement enables plan adjustment and evaluation of the utility of outcomes.

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<p>Product</p>	<p>Group LEAD Profile™</p> <p>An assessment designed to improve group decision-making related to policy and overall organizational strategy. The assessment report will facilitate understanding of how a specific group of leaders are working together. Group Lead is based on decades of research on group decision making and factors of policy-making processes.</p>
<p>Scales</p>	<p>Ratings are provided for the following scales:</p> <ol style="list-style-type: none"> 1. Strategic Perspectives - (A) Strategic Ability, (B) Managing Strategic Propositions, (C) Focusing on Priorities. 2. Innovation Mindset - (D) Utilizing Ambiguity, (E) Shifting Perspectives, (F) Managing Vision and Purpose, (G) Creating the New and Different. 3. Getting Things Done - (H) Making Timely Quality Decisions, (I) Managing Information, (J) Measuring Progress. 4. Working Together - (K) Sharing Commitments, (L) Exhibiting Mutual Trust, (M) Managing Conflict, (N) Being Interpersonally Savvy, (O) Navigating Political Dynamics.
<p>Profile</p>	<p>The web-generated Group LEAD Report provides data on the number of individuals who completed the online assessment, the frequency distribution of ratings (1 - 5) on every question, means (averages) on every dimension, variance with industry benchmarks, and open comments from raters. The Report outlines <u>analytics for action</u>.</p>
<p>Attributes</p>	<p>Important attributes of this online assessment include:</p> <ul style="list-style-type: none"> ▪ Web enabled and web administration of account set up and of the assessment. ▪ Minimal time; 10-minute assessment completion for rating 75 questions that cover 15 factors of performance. ▪ Unlimited number of raters allowed. ▪ A CONFIDENTIAL assessment; no individual results are reported, only aggregate data. ▪ Consultants, facilitators, group leaders or champions can set up the administration and report generation through an easy to use dashboard account.
<p>Solution</p>	<p>Many decision making groups accelerate their effectiveness when they have a realistic picture of how the group views itself in terms of strategies, innovation, execution, and working together. This report creates a level playing field and greater transparency about decision making tactics.</p>

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Value	<p><u>Near-Term:</u></p> <ul style="list-style-type: none"> ▪ Improve group decision making; enhance the capacity to make informed choices. ▪ Maximize group communication and collaboration. ▪ Enhance team and culture in order to take action. <p><u>Position for the Future:</u></p> <ul style="list-style-type: none"> ▪ Help establish clear marketing direction for internal and external stakeholders. ▪ Build/sustain market competitiveness. ▪ Position the organization in the marketplace; better control your destiny.
Who for	<ul style="list-style-type: none"> ▪ All levels of government (Federal, State, County, Municipal). ▪ Public-Sector and Non-Profit Boards (including Economic Development, Chambers of Commerce, Associations, Utilities, Transportation, and Public-Private Partnerships). ▪ Corporate Boards, Committees, Task Forces, etc. ▪ Groups of any size will find the generated data useful in identifying key areas of focus to enhance decision making performance.

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Step 1: Discovery	Step 2: Analytics	Step 3: Development	Step 4: Execution	Step 5: Results
Assessing with thorough and appropriate comprehensive tools and data gathering methods to fully understand the factors involved.	Utilizing evidence based trends and analysis to aid targeted and custom tactics and strategies is essential.	Creating a detailed plan for growth and effectiveness whether focusing on individual, team, or organizational performance.	Employing an action matrix for deploying talent and aligning actions with goals enables individuals, teams, or organizational leadership to have a reliable plan of action.	Monitoring the key performance indicators related to goal achievement enables plan adjustment and evaluation of the utility of outcomes.

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