



Flagship Assessment™

Phase I Report Summary

Candidate, LLC Flagship Assessment

Phase 1 Summary
Jul 9, 2007 8:16am

Overall Score



Your organization's overall health index:

Smooth Sailing

Current Course Heading: True North



You're a standout among captains. Your ship is sailing well and you are prepared to succeed!

Click on any icon on the left to view a full description.

Keel - Market Position: 300

Captain, you are positioned very well because your keel is deep and strong. You can turn sharply without fear of your vessel capsizing. Your reputation is strong and your challengers are mainly fighting for second place. Great Work!

Understandably, everybody wants a high score. But don't forget, success is not a matter of zero mistakes; it is about a sound, disciplined execution of the right strategy. We can't get where we want to go without knowing where we are now.

Your assessment becomes a tool for transformation only when combined with your 30-60-90 day Strategic Objectives. This will happen in Phase II.

Area Specifics

Priority Ranking

Key Performance Area

- Rigging - Process Equity
- Sails - Income
- Masts - Customer Service
- Helm - Leadership
- Flags - Marketing
- Rudder - Management
- Hull - Teamwork / Culture
- Crow's Nest - Finances
- Oars - Recurring Income
- Compass - Vision
- Keel - Market Position
- Cannons - Long Range Planning

Score Graph

300	Smooth Sailing
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Rigging - Process Equity: 300

Captain, the ropes that tie down key aspects of your ship are what we call the rigging (process equity). Unlike other captains who miss this, you have anchored and connected the major parts of your vessel with excellence and consistency. Your focus will need to be on continual improvement and implementation. Keep up the great work and continue to press for excellence!

Sails - Income: 300

Captain, you are generating top speed and doesn't the wind in your face feel good? Your ship is strategically aligned and the results are that cash does indeed follow clarity. Either that or you are amazingly lucky. Either way, keep up the great work and continue to press for excellence!

Masts - Customer Service: 300

Captain, your masts are what anchor your sails (sales), flags (marketing) and crew. They translate the power of the wind to your vessel. You have significant systems in place consistently no matter what the conditions. Keep up the great work and continue to

Helm - Leadership: 300

Captain, your leadership is compelling, clear, and is keeping your ship in top form. and responsive. Your work is strategic and you've done a great job to keep the tacti work and continue to press for excellence!

Flags - Marketing: 300

Captain, your flags signal to those wanting to board and travel with you what your true identity and destination are. The size and clarity of your flags (marketing) will either communicate effectively or not. Currently your flags are efficiently raising awareness and performing well. You have objective data to track and understand trends and patterns. Your challenge will revolve around keeping your colors flying for your best passengers to know how to board and why they should. Keep up the great work and continue to press for excellence!

Rudder - Management: 300

Captain, you have really paid the price needed to make sure your spyglass and compass are aligned to true north. The rudder is responsive and powerfully helping you execute each turn. Look for those who can move up and take even more weight off your shoulders. Keep up the great work and continue to press for excellence!

Hull - Teamwork / Culture: 300

Captain, the environment in your ship is healthy and thriving. You consistently create a place where mistakes can be addressed quickly and effectively. You have almost no gossip or intra-personal conflicts (no duels or sword fights). Your culture drives and promotes the best behaviors. Problem-solving and a "can do" attitude are often reflected in your crew. Great Work!

Crow's Nest - Finances: 300

Captain, the crow's nest is where we can see the past, the present and the future. You can see all three clearly and that keeps you in a great position to succeed. Keep up the great work and continue to press for excellence!

Summary of Scoring Implications for the near term.

Oars - Recurring Income: 300

Captain, you have done well in developing your oars. They operate well and have enough torque that you should weather just about any storm. Keep up the great work and continue to press for excellence!

Compass - Vision: 300

Captain, your compass is the most important tool you have aboard. With it your way becomes clear and challenges are put into proper perspective. Currently your vision is clear, measurable, documented, and compelling. If you left tomorrow, your successor could pick up with minimal loss of momentum. Discipline and morale are typically very high. Keep up the great work and continue to press for excellence!

Keel - Market Position: 300

Captain, you are positioned very well because your keel is deep and strong. You can turn sharply without fear of your vessel capsizing. Your reputation is strong and your challengers are mainly fighting for second place. Great Work!

Cannons - Long Range Planning: 300

Captain, the cannons on your ship help you deal with threats before they reach you. And your cannons are reaching out and destroying the pirates miles ahead of time. You are effectively anticipating problems and are doing a solid job of tracking the vision. Be prepared to adjust if the vision changes. But until it does, keep up the great work and continue to press for excellence!