

10 Strengths of an Invincible Business

Based on current success and room to improve, rate each factor on a 1-10 scale.

Overall Success

1. **High-level business goals are being achieved and our purpose inspires employees and customers.** _____

Simon Sinek says “Lead with Why” and this simple concept can create a competitive advantage. Business goals that go beyond profits, give stakeholders another reason to feel good about your company.

Customer Value

2. **A growing number of enthusiastic customers rave about how we are better than the alternatives.** _____
3. **Objective methods are regularly used to learn about our customers’ wants and challenges.** _____
4. **Most employees could identify and describe our ideal customer.** _____

Gain happy customers who spread the love, by anticipating their future needs and being first to address these issues. First-hand objective perspective is key to this strength, and fundamental to Align’s Human-Centered Strategy.

Operations & Culture

5. **A diverse, highly talented workforce is drawn to our company and they are loyal and productive.** _____
6. **Modern systems to manage processes and share information are used to create efficiencies and/or improve the product in ways that create economic value for customers and the company.** _____
7. **Business units with exceptional expertise and resources (core capabilities) serve as profit centers.** _____

Get the people, processes and technology to work together with synergy to create and monetize new value for customers. Integrate contemporary approaches for strategy, operations and culture to create a competitive advantage.

Sales & Marketing

8. **A growing amount of new business is generated from strategic partnerships.** _____
9. **New customer channels that are growing increasingly popular are planned or being explored.** _____

Technology and extreme collaboration can provide customers with greater value and new services. Enhance visibility in sales and marketing channels by better leveraging people, places and technology to do the outreach for you.

Innovation

10. **New initiatives are rolled out incrementally and fine-tuned with prototypes and metrics that capture leading indicators of success with customers.** _____

Embrace innovation approaches that reduce risk, while increasing the likelihood that new initiatives actually get launched. Concepts from Lean Startup and Design Thinking offers practical methods for developing initiatives iteratively.