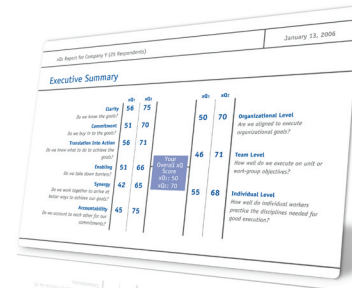




HELP EVERY TEAM AND ORGANIZATION BECOME HIGHLY EFFECTIVE

xQ[®] Service Organizational Assessment



“Today the difference between a company and its competitor is the ability to execute.”

—Larry Bossidy & Ram Charan
Execution: The Discipline of Getting Things Done

▶ OUTCOMES

FranklinCovey's xQ Service Organizational Assessment

1. Measure the ability of your organization to execute on your most important priorities.
2. Measure the capability of your organization to get the right job done.
3. Gauge how well your organization focuses on your key priorities and provides direction for improvement.
4. Provide reports that enable you to pinpoint areas of excellence and challenges.
5. Individuals learn how to leverage creative collaboration.

Challenge:

What is the execution capability of your organization?

What separates companies that succeed from those that don't? At the end of the day (week, month, year), it all comes down to one thing: successful organizations execute on their most important objectives—each employee, each team, and the company itself accomplish the things they set out to do. Inability to execute is a universal problem that has been defined as one of the greatest challenges for business today.

Research has shown that execution fails when:

- Workers don't know or understand their organization's top goals and priorities.
- Workers aren't engaged with or committed to the goals.
- Workers don't know how to translate goals into action.
- Organizational systems and processes aren't aligned to support the goals.
- Departments and teams don't work together toward a common vision.
- People aren't held accountable for the commitments they make.

Solution:

xQ Service—A Vital Health Measurement of Your Organization

The xQ—a short, Web-delivered survey—gauges your organization's capability by measuring how sharply employees focus on and execute the organization's top priorities. The xQ Service is a tool that helps managers improve the consistency of their execution and performance by measuring and addressing factors aligned with the following six principles of execution:

- Clarity of goals.
- Commitment to goals.
- Translation of goals into action.
- Enabling performance by removing barriers.
- Synergy, trust, collaboration, communication, and processes.
- Accountability to management and to each other for achieving results.

Uses for xQ:

1. General Organizational/Team Health Assessment

Unlike broad culture audits and attitude surveys, xQ is specifically designed as a management action tool. Each question is defined by a series of standard behaviors that, if identified as being low, can be strengthened to improve the level of execution and, in turn, positively impact results. The xQ Service provides reports at all levels of the organization, enabling different actions to be defined by the different units based upon their specific needs.

2. Leadership-Change Baseline

The xQ can satisfy a new leader's desire for an unbiased, anonymous assessment of existing capability, including strengths and areas for improvement. Use of the xQ process engages and unifies a new management team around the most critical factors for realigned success!

3. Implementation-Failure Gap Closure

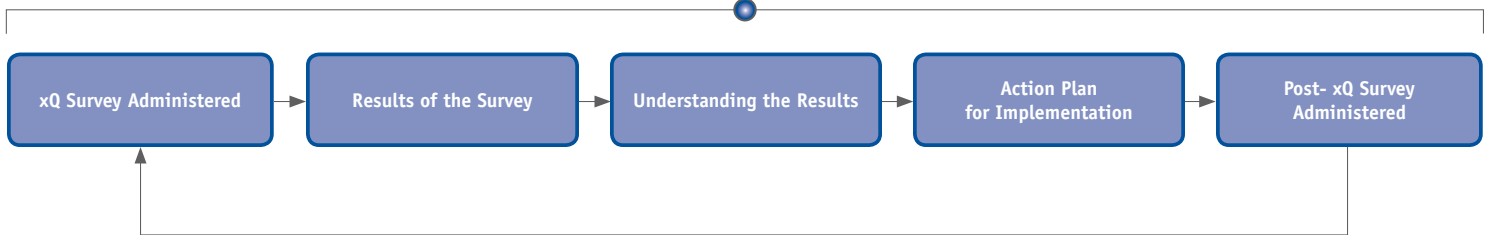
An unimplemented strategy results in a missed goal! The xQ process provides the means to uncover the reasons for these failures and take corrective action.

4. Readiness to Embark on/Implement a Significant New Approach

xQ is a predictor of future success. Minimize your risk in setting a critical objective or embarking on a new strategic direction by assessing the capability of your workers' ability to execute beforehand. Make the necessary adjustments that will ensure your success in the future.

xQ2 Report for Company Y (25 Respondents)				January 13, 2006	
Executive Summary					
		xQ1	xQ2		
Clarity	<i>Do we know the goals?</i>	56	75		
Commitment	<i>Do we buy in to the goals?</i>	51	70	50	70
Translation Into Action	<i>Do we know what to do to achieve the goals?</i>	56	71		
Enabling	<i>Do we take down barriers?</i>	51	66	46	71
Synergy	<i>Do we work together to arrive at better ways to achieve our goals?</i>	42	65		
Accountability	<i>Do we account to each other for our commitments?</i>	45	75	55	68
		Your Overall xQ Score xQ1: 50 xQ2: 70			
				Organizational Level	<i>Are we aligned to execute organizational goals?</i>
				Team Level	<i>How well do we execute on unit or work-group objectives?</i>
				Individual Level	<i>How well do individual workers practice the disciplines needed for good execution?</i>

RETAKES EVERY 6 MONTHS–1 YEAR. IMPLEMENTATION 1–5 YEARS.



xQ Survey Administered

- Measures employees' ability on how sharply they focus on and execute the organization's top priorities.
- Identifies your most pressing execution issues at all levels of your organization.
- Meets the unique reporting needs of each client.
- Can easily add custom questions.
- Survey questions uncover six key execution principles across three levels: individual, team, and organization.

Results of the Survey

- Completely anonymous surveying and reporting increases candid responses and overall participation.
- Scores are benchmarked against the norms of the U.S. work force or the FranklinCovey global client database by industry or region.

Understanding the Results—Debrief

- Web-accessed downloadable reports available the day after the survey closes.
- xQ Debrief session(s) led by a FranklinCovey consultant to help you understand the findings—and what to do about them.

Action Plan for Implementation

- Action plans for improvement are created during xQ Debrief sessions that utilize the downloadable reports for each participant.
- Leaders in your organization certified in the xQ Service to ensure that your entire organization benefits from the findings and creates action plans for improvement.
- Repeat the xQ Service every six months to one year for continuous improvement.

Post-xQ Survey Administered

- Follow-up xQ is administered for all units in the organization. Comparative reports are generated that measure the degree of change since the prior xQ.
- Identifies areas of greatest improvement.
- Highlights areas where action is still needed to achieve even greater improvement.

Help Every Team and Organization Become Highly Effective with the xQ Assessment.

For more information about FranklinCovey's *xQ Service Organizational Assessment*, contact your client partner or call 1-888-705-1776 to be put in touch with someone in your local area who can answer any questions.

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