



PrimeFocus™ Assessment

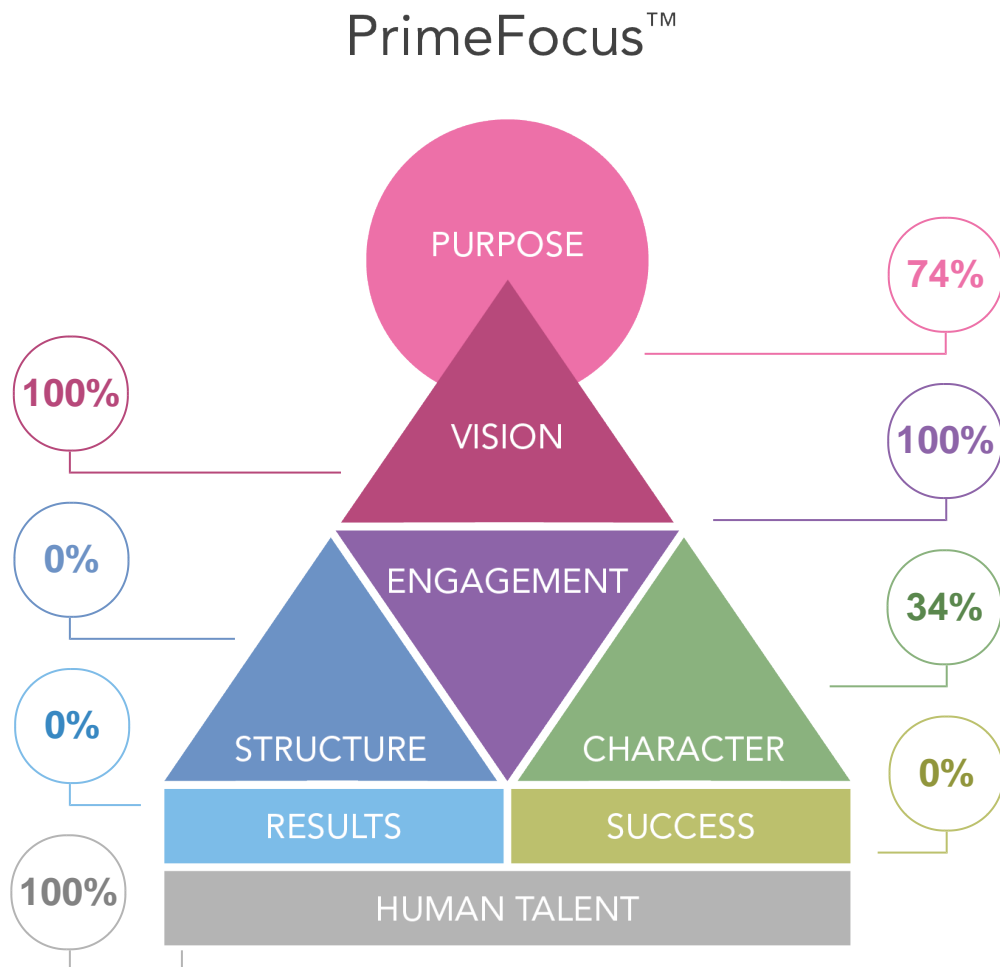
Your Results

Thank you for completing the PrimeFocus Assessment. Your results are below.

For each dimension of the PrimeFocus framework you have been given a score. This score is a percentage which represents the extent to which you believe your organisation is meeting the criteria. For each dimension score, we have provided some feedback.

We have also provided overall feedback where we comment on certain combinations of high and low percentages across the dimensions.

Your Dimension Scores USA



Dimension Feedback

PURPOSE

74%

Understanding fundamentally what we are here to do, our purpose needs to be absolutely clear, concise and engaging. It establishes and communicates the purpose of your organization, division, team or role.

You believe that the organization has a compelling purpose and you understand how your team contributes to its achievement. Purpose-focussed organizations have the basis for being or becoming high-performing. Having a well-articulated purpose gives people a reason to come to work.

VISION

100%

Whilst purpose is tight and robust, vision is expansive and fluid. When sharing your vision with others, it must be described with language and color that means something to everyone involved in the operation, including all key stakeholders.

You believe that the majority of people within the organization understand its vision, how it links to the corporate purpose, and what is required from whom, by when and to what level of standards. When briefing their team, their partners, or other stakeholders, most people within the organization are able to articulate what the future looks like in terms that are easily understood.

ENGAGEMENT

100%

It's critical that the vision is connected to the people in your business. On an individual level, it involves engaging with others using your personal strengths. For organizations, it means demonstrating authenticity, passion and conviction in a way that is meaningful and motivational.

You believe that the organization and its people are doing a good job of communicating its purpose and / or vision to the relevant stakeholders. People working within the organization have a good chance of success because they know where the organization is going and how it plans to get there.

STRUCTURE

0%

Having clarity of process and robust structures, with goals, plans and targets, will provide a route-map to delivering the vision. All policies, systems and processes should be effective, efficient, safe and clearly aligned to the vision.

Your answers suggest there is a weak link between what the organization is aiming for, and how it is organized for success. In simple terms, the processes, systems and structures of the organization may not be enabling people to achieve its vision. Equally, the appropriate processes, systems and structures that underpin progress and support effective working within teams and across functions and business units, may not exist.

CHARACTER

34%

Structure will fail to achieve results without a constructive culture appropriate to the operation to make it happen. This is done by understanding your corporate values and beliefs, as well as agreeing the behaviors that must be adopted in each part of the operation in order to deliver the compelling vision.

From your responses it would seem that some work has been done to identify what the appropriate behaviors and attitudes are within the organization. There is also partial agreement across the organization about how and what to share with employees regarding acceptable and unacceptable behaviors and attitudes, with some members of the senior leadership team not being fully convinced about the benefits of making such definitions.

RESULTS

0%

Results against a range of performance measures are critical, but only part of the equation. Evidence shows results are enhanced when employee satisfaction increases, with people willing to give their discretionary effort when highly motivated and committed.

Your responses suggest that it is unclear to people within the organization what is being measured and why, especially if there is no clear link between what is being measured and the organization's purpose and vision. This could possibly result in people working in silos, disconnected efforts between teams, functions or business units, and the absence of purposeful effort.

SUCCESS

0%

A feeling of success encourages pride, community, achievement and the long-term sustainability of peak performance. A methodical approach to the identification and celebration of success reinforces purpose, builds momentum, and inspires more of the same.

Your responses suggest little thought has been given to the concept of success within either the organization, or the teams that make it up. It is also probably the case that no work has been done to identify the benchmarks, role models or qualitative measures that would define both organizational and team success.

TALENT

100%

It is vital that the talent of each and every person in the operation is recognized, valued, developed and used in the delivery of the corporate objectives. Understanding why we are here and how we contribute, as well as allowing ourselves and others to bring the best of who we are to everything we do, are all key in achieving this.

Your responses indicate that key stakeholders have a good appreciation of the importance of nurturing talent throughout the organization in order to deliver its vision and purpose. Clear strategies are in place and being actioned to acquire, develop and nurture talent, and the strengths of the organization's people are being pointed at the right place for the right outcomes.

Overall Feedback

A high score for Purpose and Vision

It's great to see a strong focus on Purpose and Vision. You should also check that the other dimensions are pointing toward them in a very direct way, because the effect of having a strong Purpose and Vision is enhanced when everything that the organization does is in pursuit of their achievement. Be ready to challenge your Purpose and Vision regularly - including members of your different stakeholder groups in these reviews - to check for alignment and to explore ways of making them even more powerful. Ask what may have changed in your organization and its external environment that may have caused your Purpose or Vision to become 'blurred' in some way.

A high score for Engagement and Human Talent

Having a high focus on Engagement and Talent means that there should be close alignment between leader-thinking and that of their colleagues. Your organization may well be a fun, human and relationship-driven environment to work in. Check that the engagement you have is appropriately focused on the stated Purpose and Vision. Also, ask yourself - and others around you - whether there is more that could be done with the talent you have to stretch the Purpose and Vision even more ambitiously. If there is a strong harmony of personal talents in the organization, all working well in pursuit of the Purpose, consider how the talents can be combined even more effectively to deliver outstanding results.

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Next Steps

Celebrate your organisation's strengths, and reflect on our suggestions for how you can improve the development areas. Consider which stakeholders in your organisation you can work with to turn these ideas into actions.

Primeast has developed the PrimeFocus model based on 30 years of working with organisations where we have assessed, consulted and evaluated their organisational challenges. Our 'Developing Purposeful Organisations' brochure is available below should you wish to find out more.

We can help you to delve deeper, providing a more detailed interpretation of the outputs and supporting you to develop a comprehensive action plan. We also have a full-scale survey that can be used by leadership teams, intact teams, geographic offices and even full organisations. Use the link below to request a free consultation.

For an immediate conversation about how Primeast can help you with improving performance within your organisation speak to a member of the team below:

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