



How does your company rank on the following core values? Circle the best fit.

Leadership

- a) Natural leader, infectious attitude to bettering the company and its people.
- b) People seek your guidance and you share your ideas with others.
- c) People respect you and your ideas but you keep them to yourself.
- d) More of a cheerleader than a leader.
- e) Resistant to guiding others, acts more like a follower.

Entrepreneurial

- a) Promoting an evolving atmosphere to find the most efficient way to meet personal and company goals. Not afraid to take risks to make the best for the company.
- b) Actively finds solutions for problems when they arise.
- c) Binding company and personal goals but focused on maintaining company image.
- d) Having a "Don't fix what isn't broken" mentality, there's ability to seek solutions but only when necessary.
- e) Firmly planted inside the box, afraid to change your ways or take any risks.

Growth

- a) Highly ambitious atmosphere that uses that energy to constantly move the company forward and grow.
- b) Company wants to grow and has been making effort towards growth, but not being as aggressive as they could.
- c) Slight progress has been made over the years, but no one is driving for more.
- d) Maintaining numbers and sales. Company is still the same size as when it started.
- e) Losing profit, company is downsizing.

Incentive Based Compensation

- a) You are rewarded for how hard you work and have plenty of incentive to keep you motivated.
- b) Compensation is incentive based, but not to a high enough standard to drive anyone.
- c) You are sometimes rewarded with bonuses but the system is inconsistent and leaves you unsure what to work for.
- d) Your pay is set and limits innovation because you know you'll be paid the same no matter what.
- e) Compensation depends on how your leader is feeling that day. People are left completely in the dark until they see their paycheck.

People Before Profits

- a) Taking care of your people is your highest priority. You understand that a supportive environment allows motivation and innovative ideas to thrive.
- b) It appears that people are first, but when it comes down to it you know it's really about the money.
- c) Inconsistent attitude. Sometimes it's about the people, sometimes it's about the money.
- d) Adapted to corporate mantra. People are only put first when being rewarded for their profits.
- e) Profit is first. It's all about the money.