

9. 360 PROFESSIONAL SERVICES SPOTLIGHT

A key component of the Professional Services Spotlight comprises an internal professional services survey to assist in determining the effectiveness of your current level of service:

- a. Business Acumen
- b. Service Delivery
- c. Technical Skills Perspectives
- d. People and Communication
- e. Value for Fees

10. GROWTH POTENTIAL INDEX™

The Growth Potential Index is a pragmatic method of measuring your potential for growth, and especially for sustained growth on each of the 14 principles:

- a. Finding the Right Place, Right Time
- b. Finding the Compelling Need to Buy
- c. Targeting the Right Customer
- d. Developing Channels to Market
- e. Innovation as the Driver
- f. Achieving a Clear Competitive Advantage
- g. Building in Sustainability
- h. Engineering Scalability
- i. Developing a Clear Vision
- j. Pulling it all Together in a Plan
- k. Creating Robust Margins
- l. Managing Risk
- m. Assembling a Capable Management Team
- n. Working the Numbers

11. TEAM MANAGEMENT PROFILE (TMP)

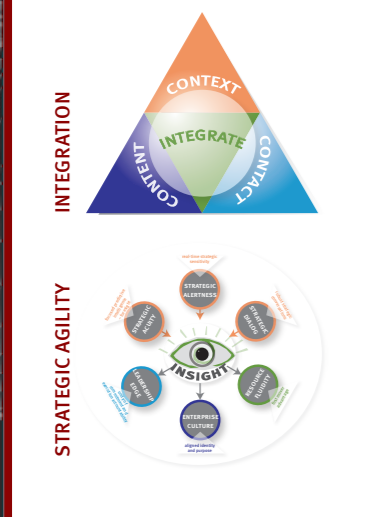
Creating a balanced team and enhancing communication are two key benefits of the TMP. This diagnostic profiles individual work preferences in four distinct areas:

- a. Relationships with Others
- b. Gathering and Using Information
- c. Decision-making
- d. Organising Both Themselves and Others

12. LIFESTYLES INVENTORY

The Life Styles Inventory (LSI) provides an important opportunity to look at your thinking and behaviour. This comprehensive diagnostic by Human Synergistics has established an inventory of styles that can be benchmarked and predict leadership effectiveness:

- a. The LSI Circumplex Maps Your Individual Styles Across 12 Types
- b. The Constructive Style
- c. The Passive Defensive Style
- d. The Aggressive Defensive Style



DIAGNOSTIC BENEFITS

A COMPREHENSIVE ARRAY OF BUSINESS DIAGNOSTICS WILL EXAMINE ALL FACETS OF YOUR BUSINESS DNA TO IDENTIFY OPPORTUNITIES TO INNOVATE, CHALLENGE AND TRANSFORM YOUR BUSINESS

- Deep insight into key facets of your business DNA
- Compelling evidence to support the call for change
- Wide ranging engagement of stakeholders in the diagnostic process stimulates thinking about critical enablers of business performance
- Design frameworks to engage leaders and build strategic agility
- Qualitative and quantitative feedback to enable insight and benchmarked performance assessment
- Capture performance measures to enable on-going review of business intervention impact

FOR MORE INFORMATION

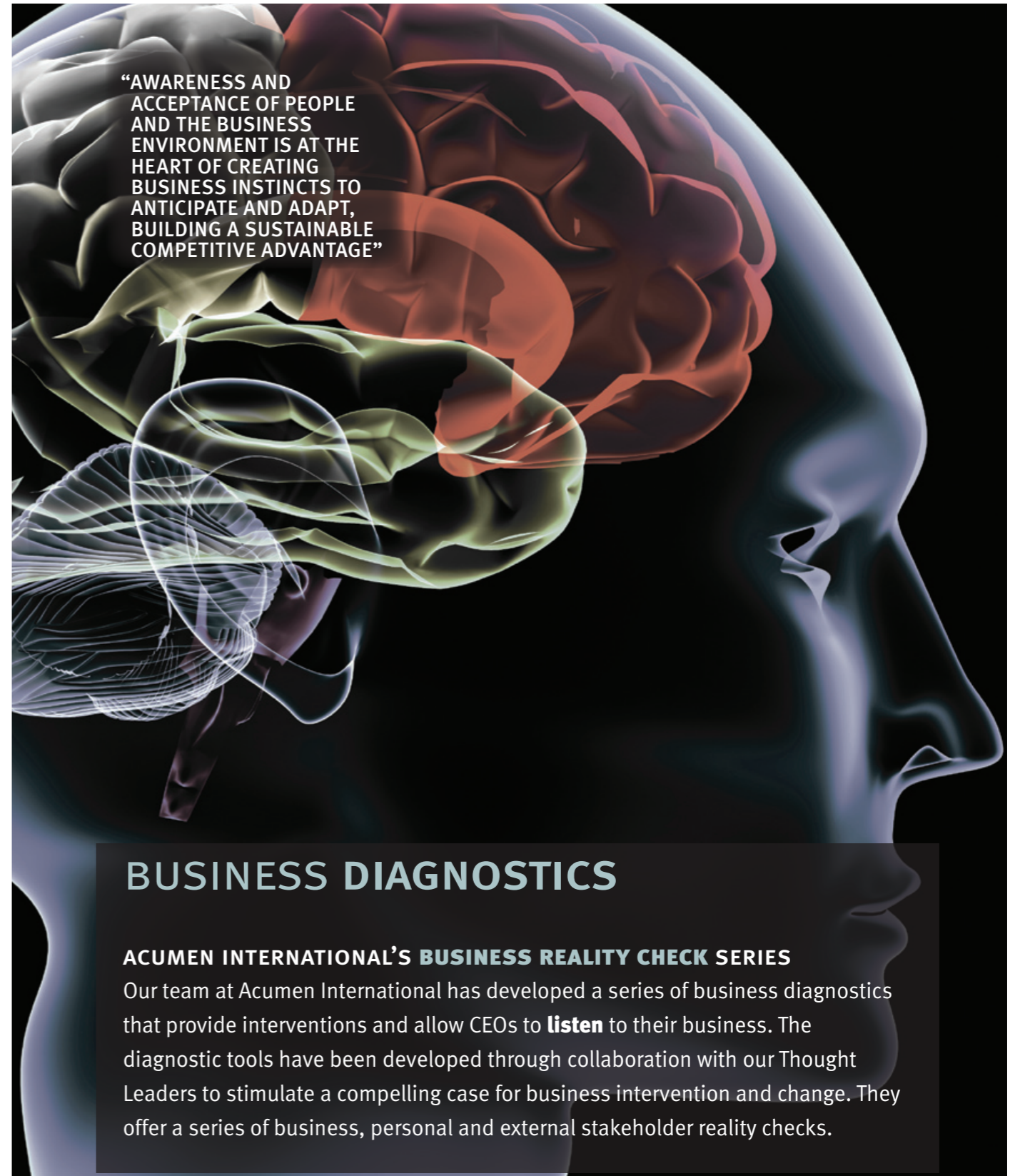
Contact the Acumen International Program Coordinator on 07 3236 1777 or info@acumenintl.com.au

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ACUMEN INTERNATIONAL

OUT-THINK YOUR COMPETITION



“AWARENESS AND ACCEPTANCE OF PEOPLE AND THE BUSINESS ENVIRONMENT IS AT THE HEART OF CREATING BUSINESS INSTINCTS TO ANTICIPATE AND ADAPT, BUILDING A SUSTAINABLE COMPETITIVE ADVANTAGE”

BUSINESS DIAGNOSTICS

ACUMEN INTERNATIONAL'S BUSINESS REALITY CHECK SERIES

Our team at Acumen International has developed a series of business diagnostics that provide interventions and allow CEOs to **listen** to their business. The diagnostic tools have been developed through collaboration with our Thought Leaders to stimulate a compelling case for business intervention and change. They offer a series of business, personal and external stakeholder reality checks.

For more information contact the Program Coordinator on 07 3236 1777 or info@acumenintl.com.au

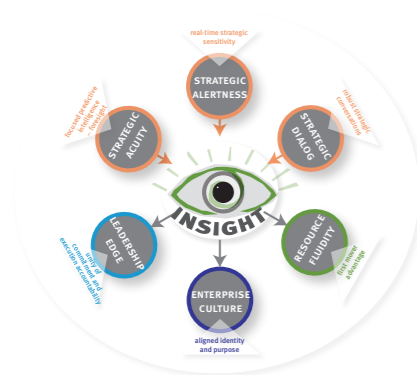
1. ORGANISATIONAL DNA SPOTLIGHT™



THE 360 ORGANISATIONAL DNA SPOTLIGHT TOOL ENABES YOU TO GAIN AN UNDERSTANDING OF KEY BUSINESS PERFORMANCE DRIVERS AND OPPORTUNITIES TO ENABLE THE BUSINESS TO ACHIEVE SUSTAINABLE GROWTH

- a. Strategic Competence
- b. Strategy Agility
- c. Leadership
- d. Talent
- e. Cultural Architecture
- f. Innovation Edge
- g. Strategic Partnerships
- h. Customer Centric
- i. Investor Attractiveness

2. STRATEGIC AGILITY SPOTLIGHT™



THE STRATEGIC AGILITY SPOTLIGHT WILL IDENTIFY OPPORTUNITIES TO GAIN COMPLETE ADVANTAGE THROUGH THE INTEGRATION OF STABILITY IN PROCESSES AND PEOPLE, IN VALUES AND ASPIRATIONS, AND OF ALERTNESS, SENSITIVITY AND FLEXIBILITY IN PERCEPTION

- a. Strategic Alertness
- b. Leadership Dialog
- c. Strategic Acuity
- d. Leadership Edge
- e. Enterprise Culture
- f. Resource Fluidity

3. CULTURAL ARCHITECTURE SPOTLIGHT™



THE ACUMEN INTERNATIONAL CULTURAL ARCHITECTURE SPOTLIGHT HAS BEEN DEVELOPED TO ENABLE YOU TO BECOME AN ARCHITECT OF YOUR CULTURE

- a. Baron Culture
- b. Functional Culture
- c. Drive Culture
- d. Harmony Culture
- e. Integrative Culture
- f. Global Culture

4. LEADERSHIP SPOTLIGHT™

The Acumen International Leadership Spotlight provides the opportunity to focus on:

- a. Leadership Competencies in Your Business
- b. Feedback that Will Sharpen Self-awareness
- c. Feedback Focusing on Factors that Will Enable Confident and Effective Leadership in Your Organisation

5. INNOVATION READINESS SPOTLIGHT™

Constant change is a significant issue facing all organisations today. The Innovation Readiness Spotlight assists participants to self-assess the innovation performance of their business:

- a. Innovation Leadership
- b. Innovation Culture
- c. Innovation Alertness
- d. Innovation Intent
- e. Innovation Initiatives
- f. Innovation Development
- g. Innovation Thinking
- h. Innovation Focus

6. BUSINESS PRACTICES SPOTLIGHT™

The Business Practices Spotlight examines eight critical areas of competence for CEOs, senior managers and business owners:

- a. Leadership and Management
- b. Strategic Competence
- c. Marketing
- d. Human Resources
- e. Risk Management
- f. Professional Services
- g. Financials
- h. Legal Sophistication
- i. Technology

7. BUSINESS RISK SPOTLIGHT™

The Business Risk Spotlight assists directors and managers to identify the level of commitment in your business towards risk assessment:

- a. Risk Management
- b. Insurance
- c. Corporate Governance
- d. IT Systems
- e. Corporate Direction and Strategy
- f. Performance Measurement
- g. Strategic Alertness
- h. Corporate Structure
- i. Management Information Systems
- j. Human Resource Strategy
- k. Marketing
- l. Physical Environment
- m. Government Policy

8. CUSTOMER ENGAGEMENT SPOTLIGHT™

Customers are an investment. Maximise your return. The Acumen International Customer Engagement Spotlight provides you with the opportunity to seek feedback from your customers. It examines:

- a. Market Image
- b. Customer Focus
- c. Customer Care
- d. Customer Communication
- e. Customer Retention
- f. Customer Experience