

Hi ,

Thanks for taking the time to complete our diagnostic test. A higher score indicates areas that are clearly defined and well understood by your business. Lower scores indicate areas that are either not clearly defined or well communicated. If these are not addressed they could cause complexity, waste valuable time and limit growth.



The inner workings of your business, spanning finance, internal comms and operations.



Understanding your target market and how well you market and sell to them.



Clarity of purpose, mission, vision and strategy. Underpinned by your values.



How you teach your team and make space for leaders to keep innovating.



Ongoing engagement and retention of customers plus the ability to up- and cross-sell.

What's Next?

The team at We Explain Stuff will reach out to you and offer a 30 min complimentary discovery call. Our aim is to help you map out a game plan to simplify the noise and save you valuable time.



The inner workings of your business, spanning finance, internal comms and operations.

INTERNAL COMMUNICATION

Questions

1 = DON'T AGREE | 4 = STRONGLY AGREE

1 2 3 4

Our methodology is communicated simply and clearly to all staff

Our leaders reinforce our way of doing things simply

There are clearly defined internal channels enabling simple and effective communication

We have a standardized way of labelling and naming digital assets

Our staff know the importance of clear and simple communication

We try to avoid jargon whenever possible

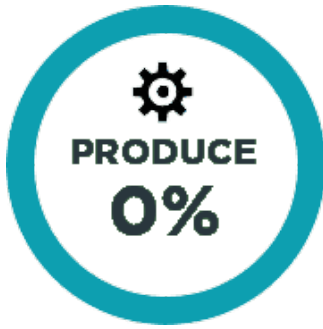
The key actions required for delivering results are clear to all our staff

Our leaders communicate our process and purpose on a regular basis

Our staff are equipped with communication tools that make their jobs easier

TOTALS

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The inner workings of your business, spanning finance, internal comms and operations.

OPERATIONS AND FINANCE

Questions

1 = DON'T AGREE | 4 = STRONGLY AGREE

1 2 3 4

We automate admin work whenever possible

We have a centralised resource system for version control and to avoid duplication

We have the right tools in place to serve our customers

We have clearly defined cost structures that enable the team to make decisions by themselves

The business is run by simple systems, not people or personalities

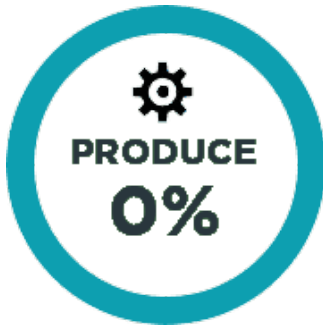
The processes and systems we have in place are simple to operate

Our staff are educated on how to use our systems and processes

Our revenue streams are clear to all

The business model is working and understood by the necessary people

TOTALS	0	0	0	0
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The inner workings of your business, spanning finance, internal comms and operations.

PROCUREMENT

Questions

1 = DON'T AGREE | 4 = STRONGLY AGREE

1 2 3 4

Like-minded suppliers are easy to identify

Our values are clear to our suppliers

Our process is clear to our suppliers

We onboard our suppliers to the way we work to ensure efficiency

The goods/services we procure are of a high standard

We educate our suppliers where needed

Suppliers know and understand what is expected of them

There are clear communication channels for supplier queries

TOTALS

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The inner workings of your business, spanning finance, internal comms and operations.

PRODUCTION

Questions

1 = DON'T AGREE | 4 = STRONGLY AGREE

1 2 3 4

We get the job done on time

We deliver our product/service fast and accurately

We deliver quality across the value chain

Our workflow is standardised

Our workflow is understood by our staff

Each role in the value chain is clearly defined

Each role in the value chain is measured for success

We work as a team

We ask each other for feedback

TOTALS

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Understanding your target market and how well you market and sell to them.

SALES TEAM

Questions

1 = DON'T AGREE | 4 = STRONGLY AGREE

1 2 3 4

Our sales team knows how to sell more than 25% of our offering

Our sales content is easy to understand

Our sales collateral is digital and centralised for easy access

As the founder of the business I do most of the sales

The actions leading to a successful sale are clearly defined and understood

Our sales success is not due to one person, but a repeatable process

The sales team understands our clients' pain points

The sales team is equipped with the tools to answer client questions

The sales team understands our customer value proposition

The sales team's product knowledge is excellent

Our sales process is clearly defined

I know which sales activities get results

TOTALS

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Understanding your target market and how well you market and sell to them.

CORE PRODUCT

Questions

1 = DON'T AGREE | 4 = STRONGLY AGREE

1 2 3 4

The cross-sell to our offering is clearly defined and easy to understand

Our product offering can be explained on one page

Our customer reviews are clear and easy to understand

The cost of our offering is clear to customers

Customers understand how to purchase our offering

Customers understand what the benefits of our offering are

Customers can see and understand all of our offering

The up-sell to our offering is clearly defined and easy to understand

Our core product or service offering is clearly defined and easy to understand

TOTALS

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Understanding your target market and how well you market and sell to them.

MARKETING PLATFORMS

Questions

1 = DON'T AGREE | 4 = STRONGLY AGREE

1 2 3 4

We know exactly who our target market is

We use digital platforms to engage our audience

Our marketing message speaks to our customers' needs

Our marketing message targets our primary customers

Our message is consistent across all physical and digital touch-points

We can easily tell the story of our business on one page

We use visuals and imagery to make our story engaging

Our business message can be told as a story

Our core message is clear and simple

We have clearly defined digital touch-points

TOTALS

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Understanding your target market and how well you market and sell to them.

TARGET MARKET

Questions

1 = DON'T AGREE | 4 = STRONGLY AGREE

1 2 3 4

Customers rate our service as good

The customer's journey with us is clearly mapped out across touch-points

We understand why we choose to address specific pain points of our target market over others

The pain points of our target market are clearly defined

Our reasons for targeting a specific customer segment are deliberate and defined

We know which customer categories generate the most revenue for us

Our target market is clear to all our staff

TOTALS

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Clarity of purpose, mission, vision and strategy.
Underpinned by your values.

PURPOSE

Questions

1 = DON'T AGREE | 4 = STRONGLY AGREE

1 2 3 4

Our purpose drives strategic and operating decisions

As a leader, I live the business purpose

Our staff know what our purpose is

Our company or organization has a clearly-stated purpose

Our purpose is actionable

We believe in the importance of having an organizational culture

Staff understand our organizational culture

The current changes we are making are aligned to our purpose

Awareness of our purpose boosts productivity

Our purpose positively impacts our bottom line

Customers are aware of our purpose

Our company or organization is positioned in the market based on our purpose

TOTALS

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Clarity of purpose, mission, vision and strategy.
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STRATEGY

Questions

1 = DON'T AGREE | 4 = STRONGLY AGREE

1 2 3 4

I understand the difference between a cost and differentiation strategy

Our strategy is purpose-lead and value-driven

Our strategy is customer centric

Our strategy is delivering growth

Our customer is clearly defined

We can enact change speedily when needed

We know who our competitors are

We have a clearly defined brand promise

Our strategy is measurable

We know how to use digital media as part of our strategy

We are using data as part of our growth strategy

Our strategy caters for different customer segments

TOTALS

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Clarity of purpose, mission, vision and strategy.
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VISION

Questions

1 = DON'T AGREE | 4 = STRONGLY AGREE

1 2 3 4

We have a vision

Our vision is easy to understand

Our vision is clear to our staff

Our vision helps drive our strategy

Our vision helps set direction for the business

Our vision is written in inspiring language

We have collateral explaining our vision

Staff who live our values are rewarded

Our strategic plan hangs off of our vision

Our vision is designed to help improve society

Our vision is purpose-lead

TOTALS

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Clarity of purpose, mission, vision and strategy.
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VALUES

Questions

1 = DON'T AGREE | 4 = STRONGLY AGREE

1 2 3 4

Our company values are easy to understand and remember

Stories or analogies are used to explain our company values

Our company values are often communicated across the business

We display our values on walls, the web and other areas across the business

Our leadership lives the company values

Our values are communicated often by leadership

Our staff understand the company values

Our values are integrated into staff induction and onboarding

Our company values help drive business decisions

Our channel partners understand our company values

The reason why values are necessary is clear

The difference between goals, aspirations and values is clear to you and the team

TOTALS

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How you teach your team and make space for leaders to keep innovating.

CULTURE

Questions

1 = DON'T AGREE | 4 = STRONGLY AGREE

1 2 3 4

Staff know and understand our purpose and values

Our strategy is clear and simple to understand

Staff know how they add value to our strategy

Our values drive our behaviour

Our staff feel valued

Our suppliers feel valued

Our clients feel valued

We have a simple rewards system in place for staff, suppliers and clients

Our leaders model the right behaviours for staff

We communicate with employees on a regular basis about what we stand for

TOTALS

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How you teach your team and make space for leaders to keep innovating.

SKILLS DEVELOPMENT

Questions

1 = DON'T AGREE | 4 = STRONGLY AGREE

1 2 3 4

Staff can learn and grow at work

Learning is easy and can be applied on the job

Opportunities for mentorship and/or coaching exist

We have learning material in place that is easy to understand

Our staff do not feel overwhelmed by our learning material

The learning material we use aligns with our values

Our staff understand the customer and their pain points

Staff are aware of how they can progress in our organization

We have an ongoing learning mindset

Staff understand the bigger picture, not just the details of the job

TOTALS

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How you teach your team and make space for leaders to keep innovating.

ROLES AND RESPONSIBILITIES

Questions

1 = DON'T AGREE | 4 = STRONGLY AGREE

1 2 3 4

Our value chain is clear to all staff

The importance of each role in the organization is clear

Staff are clear about how to deliver value

Staff are empowered with the information and tools they need to add value

Our staff are rewarded fairly for their work

All our leaders know what's expected of them

Our leadership work as a team

Our leadership live our values and communicate our purpose often to staff

Our staff have a good work-life balance

Our staff feel part of a collaborative environment

Our staff are given the right tools and information to do their jobs

TOTALS

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How you teach your team and make space for leaders to keep innovating.

RESEARCH AND INNOVATION

Questions

1 = DON'T AGREE | 4 = STRONGLY AGREE

1 2 3 4

Our leaders are informed about current trends in the market

Our leaders know where to use automation to improve efficiency

The business has an omnichannel approach and is digitally enabled

We are constantly looking at new ways/tools to improve our team's performance

We are aware of and understand current market trends

Our product is the best it can be currently

Effective change management is in place

Initiatives are in place to make us more competitive

We know when change is required to enable growth

We have continuous strategy initiatives in place to stay relevant

TOTALS

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Ongoing engagement and retention of customers plus the ability to up- and cross-sell.

CUSTOMER

Questions

1 = DON'T AGREE | 4 = STRONGLY AGREE

1 2 3 4

The expected customer experience is clear to our staff

The way we engage with our customers speaks to our values

The customer understands the way the product will be delivered to them

We use digital touchpoints to inform our customers about the progress of their order

We use digital channels to enhance our customer experience

We manage customer expectations well about when our product/ service will be delivered

Our customers understand how our production process works

We clearly explain how long delivery will take

We onboard our customers and make them feel special

TOTALS

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Ongoing engagement and retention of customers plus the ability to up- and cross-sell.

PRODUCT

Questions

1 = DON'T AGREE | 4 = STRONGLY AGREE

1 2 3 4

Our product represents our promise to the customer

Our branding looks professional and separates us from competitors

What we promise and what we deliver are the same

We anticipate potential questions the customers might have

We know how to manage any concerns about or defects with our product

We add extra value and surprises to our product

The instructions on how to use our product are clear

Our product arrives in the time frame promised

Our branding is visually clear

The quality of our product is consistent

TOTALS

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Ongoing engagement and retention of customers plus the ability to up- and cross-sell.

ONGOING MARKETING

Questions

1 = DON'T AGREE | 4 = STRONGLY AGREE

1 2 3 4

We know which customers are/aren't educated on our offering

We know how to keep our customers interested

We have a free, inexpensive up-sell offer in place

We have an idea of what products we want to add for future growth

We know which products generate the most profit

We regularly share thought leadership which adds value to our clients

We work a referral model with our customer base

We have a loyalty and retention strategy in place

We know which customers our competitors target

We know why customers leave

We know why customers stay

TOTALS

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