

# AGENCY CHECK UP

For each statement below, rank your agency on a scale of 1 to 5 where 1 is weak and 5 is strong.

- |  | 1                        | 2                        | 3                        | 4                        | 5                        |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. We have a clear vision in writing and the entire agency understands and can repeat the vision.  | <input type="checkbox"/> |
| 2. Our core values are clear, and we are hiring, reviewing, rewarding, and firing around them.   | <input type="checkbox"/> |
| 3. Our core business is clear, and our systems and processes reflect that.   | <input type="checkbox"/> |
| 4. Our annual goals are clear, measurable, reported on quarterly and everyone is invested and informed re: progress and hitting the goals. | <input type="checkbox"/> |
| 5. Our target market is clear, and our biz dev efforts are focused on it.  | <input type="checkbox"/> |
| 6. Our differentiators are clear, and all of our sales and marketing efforts communicate them.   | <input type="checkbox"/> |
| 7. We have a defined process for doing business with our clients. It has been named and visualized, and everyone follows it.               | <input type="checkbox"/> |
| 8. All of the people in our organization are the right people in the right seats.  | <input type="checkbox"/> |
| 9. Our organizational chart of roles and responsibilities is clear, complete, and constantly updated.                                      | <input type="checkbox"/> |
| 10. Our AGI financial ratios are within 5% of the goal of 55/25/20 and client profitability is at least 10% per client.                    | <input type="checkbox"/> |
| 11. Our leadership team is open and honest, and demonstrates a high level of trust.  | <input type="checkbox"/> |
| 12. Everyone on the leadership team has one rock & is focused on completing it within the quarter.   | <input type="checkbox"/> |

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- |   | 1                        | 2                        | 3                        | 4                        | 5                        |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 13. Everyone is engaged in regular weekly meetings.   | <input type="checkbox"/> |
| 14. All meetings have an agenda that is prepared and shared in advance, and starts and ends on time.  | <input type="checkbox"/> |
| 15. All teams clearly identify, discuss, and solve key issues for the greater good and long term.   | <input type="checkbox"/> |
| 16. Our systems and processes are documented, simplified, and followed by all.  | <input type="checkbox"/> |
| 17. We have a system for receiving regular customer and employee feedback, and we know their level of satisfaction.                             | <input type="checkbox"/> |
| 18. A scorecard for weekly, monthly & quarterly metrics and KPIs is in place.   | <input type="checkbox"/> |
| 19. Everyone in the organization has a growth plan and quarterly growth goals which are reviewed in their every other week one on one meetings. | <input type="checkbox"/> |
| 20. We have a budget and are monitoring it regularly (e.g., monthly or quarterly).  | <input type="checkbox"/> |

Total number of each ranking

<input style="width: 40px; height: 30px;" type="text"/>				
x1	x2	x3	x4	x5

Multiply by the number above

<input style="width: 40px; height: 30px;" type="text"/>				
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Add all five numbers to determine the percentage score that reflects the current state of your company  %.