

## The Customer Centric Business Self- Assessment

*Customer Centricity is not a bolt-on for the business. Taking industrial -age management thinking and adding a touch of 'customer' will not produce the long-term results we seek.*

*To realise benefits from the customer centric approach, leaders need to realign the organisation.*

*Aligned with the Five Tenets of the Customer Centric approach to Business are Nine Imperatives for Leaders. This self-assessment describes the key criteria for each of the Nine Imperatives for Leaders.*

*Your task is to rate how you feel your organisation sits with each of the criteria. A rating of 0 means it does not describe your organisation at all. A rating 10 means you have got it nailed.*

*Once completed ask yourself, "what are the areas we need to work on first..?". Would your colleagues share the same assessment as you..? "*

*Try the assessment as a group discussion.*

### THE 5 TENETS OF THE CUSTOMER CENTRIC APPROACH TO BUSINESS



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The Five Tenets of the Customer Centric approach to Business	The Nine Imperatives for Leaders	Assessment Criteria	Self Assessment Score Does this describe you..? No, give it a 0, Absolutely, give it a 10.
<b>Businesses Exist for Customers</b>	1. Perspective	Our leadership team consistently put the focus on the customer and the value we need to deliver for them.	
	2. Focus on Results	At the strategy level - we have a small number of very clear goals to achieve.	
<b>It's all about people</b>	3. Connect with your Customer on Value	Our connection with our customers is based on value – not products or features.	
	4. Connect your People with a Purpose & Vision that is about People	Our vision is locked in on our customers and our purpose is about the value we deliver for customers.	
<b>Not all Customers are Equal</b>	5. Know you Customer Groups and your Intent with each Group	We know our various customer groups and what we are trying to achieve with each group.	
	6. Articulate your Value Proposition for each Customer Group	We have value propositions that are meaningful for each customer group.	
<b>Businesses are Systems that Deliver Value</b>	7. Design the Optimal Activity to Deliver Value	Our organisation is aligned across functions to deliver value for our customers (we are not siloed).	
<b>The Need for Progressive Improvement</b>	8. Improve your Delivery of Value	Our improvement efforts are aligned with the delivery of customer value (not solely cost cutting).	
	9. Monitor, Communicate your Progress	Our focus is on making progress towards our goals, Vision and Purpose and our leaders regularly communicate the progress we have made.	