

The Clear Sky Organization Diagnostic

	Point Value
External Positioning	
1. Would prospective clients or customers know what key driver of choice makes you different from your competitors?	
They understand and value what makes us unique and different.	10
They sort of know what makes us unique and different.	5
They don't know what makes us unique and different.	0
2. What percent of current customers or clients could easily tell someone else the benefits of working with you?	
85 to 100%	10
70 to 85%	7
55 to 70%	5
Fewer than 55%	1
Don't know	0
3. Thinking of your typical client or customer, how well do they understand the breadth of what you do/offer?	
They totally get us.	10
They know most of what we do but are missing a few things.	7
They know we offer more/do more than what they have experienced so far, but don't know much about what those things are.	4
They only know us in a limited way based on the exposure they have had to our work/product.	2
4. Does your message help potential clients or customers understand why they should choose to work with/buy from you?	
Yes	10
No	1
5. Is your message clear, compelling, and speaking to an unmet need/unfilled desire or aspiration of your target?	
We're crystal clear and compelling.	10
We're sort of clear.	5
We're not clear at all.	0

Internal Alignment

Point Value

6. Do you think your company tells its story effectively?	
We nail it.	10
We do a decent job.	7
We're muddling through.	4
Do we have a story?	0
7. What percent of your employees/staff know the top three factors that make your enterprise stand out?	
80 to 100%	10
60 to 80%	7
50 to 60%	4
Fewer than 50%	0
8. How consistently do the various parts of your enterprise communicate your messages?	
Everyone speaks with the same set of messages.	10
We have a message but each department/service line tends to highlight only certain aspects of the messages.	6
Each department has their own message.	2
9. How well do you deliver against what you promise in your messaging?	
We exceed our promises.	10
We deliver on our promise most of the time but sometimes miss the mark.	7
Our messages are aspirational.	4
10. How often does your team receive reinforcement or coaching on the corporate message?	
Constantly	10
Quarterly	6
One a year	2
Never	0
<i>(please add up all your points)</i>	TOTAL POINTS