

# CEO 10 + 1 Survey



RED ROOSTER  
CONSULTING,  
INC.

Rating Scale	Statements	Rating
1 = Strongly Disagree	1. At all levels, employees in my organization know what this company wants to become in the next 5 - 10 years.	<input type="checkbox"/>
2 = Slightly Disagree	2. When my employees come to work every day, they can connect what they do to what our company is trying to become.	<input type="checkbox"/>
3 = Disagree	3. To a person, my leadership team members have excellent working relationships with each other.	<input type="checkbox"/>
4 = Slightly Agree	4. My organization has clearly communicated the specific things we are trying to achieve.	<input type="checkbox"/>
5 = Agree	5. Functions within my business know without a doubt what they are accountable for achieving related to the company's overall desired results.	<input type="checkbox"/>
6 = Strongly Agree	6. We have well defined metrics against which we regularly monitor our company's results against set targets.	<input type="checkbox"/>
0 = Don't know	7. My leadership team and I regularly review and update our strategic direction.	<input type="checkbox"/>
	8. My employees would say they are informed on the company's progress against its desired results.	<input type="checkbox"/>
	9. My leadership and I hold each other accountable to do what we say we're going to do.	<input type="checkbox"/>
	10. My employees would say that they are held accountable to achieve results.	<input type="checkbox"/>
	11. I am certain, that if surveyed on the questions above, my employees would answer as I have answered.	<input type="checkbox"/>
	<b>Total</b>	<input style="border: 2px solid red;" type="checkbox"/>

## Rating Interpretation:

66 - 59	A	Your company's strategic direction is understood, embraced and supported; your company is poised for success
58 - 52	B	Your company's strategic direction is in place but commitment to execution is not as solid as it could be; your organization could possibly get off track if faced by adversity or challenge
51 - 6	C	Your leadership team has gone through the motions of setting strategic direction, but the organization is not yet fully engaged and accountability, communication and monitoring need to be put into action
46 - 0	D	Your company's strategic direction is not clear to all who must execute it; your company stands little chance of achieving sustainable desired results