



## 5 Characteristics of an Irresistible Organization

Scale 1 – 5 (1 – lacking in the organization; 5 – item is deeply rooted in the organization.)

Notes:

### ***Everybody Owns – Clarity and Ambition***

- Purpose and meaning, or mission, is clearly defined
- There is employee alignment and commitment to the mission
- Organizational strategy is clear
- Simple, clear and common internal language is crafted
- Everybody “promotes” because everybody is bought in
- There is an ownership mentality among the employees

### ***Everybody wants to come to work – Business Culture***

- There is a sense of a cohesive “team”
- The right people are in the right positions throughout the organization
- A collaborative exchange of ideas is fostered in meetings
- There is recognition that conflicting views are productive and healthy to final outcome
- Physical work environment is appealing
- Employee satisfaction is high – people are actually having fun
- Opportunities for personal growth and development are encouraged
- Employees feel valued and inspired
- Good relationships are common within the organization
- Work/life balance is important for all

### ***Everybody knows what's going on – Effective Communication***

- Vision, mission and strategy are communicated often
- Common language is reflected in everyday practices
- All understand their roles and how each person fits into the larger picture
- Applied wisdom is pushed throughout the organization
- Two-way communication is provided – employees have a sounding board
- Brand Identity is strong and universal

### ***Everybody executes – Excellence in every area***

- End product inspires repeated and retained followers
- Clear structure and systems are in place
- “Customer” experience is exceptional
- The “win” is defined for every level of the organization
- Technology is up-to-date
- Employees desire to make the organization better
- Accountability for employees and leadership is practiced

### ***Everybody Honors – Prudent Leadership***

- Servant leadership modeled
- Integrity is exhibited
- Leadership maintains a positive attitude
- No Politics – transparency is valued and questions are welcomed and addressed
- A learning culture is lived out – working *on*, not just in the organization
- Ongoing & consistent evaluation of internal health and external results
- Leadership regularly solicits feedback from workers at every level
- Company assets are treated with care
- Outside counsel is sought out for best results
- Financial decisions are wisely made
- Trust is nurtured

**Everybody on the same page going the same direction**