
Welcome to your personalized Sustained Growth Diagnostic Report

This customized report will help you discover how your management team can greatly improve your company's odds of sustained profitable growth.

We have compared the answers you provided on the Sustained Growth Questionnaire against Founders and C-level executives from more than 700 businesses that have taken the same survey. We then analyzed which answers most strongly correspond with exceptional long-term growth.

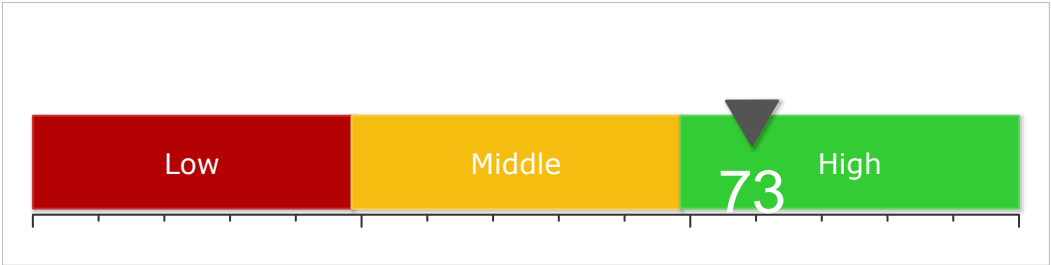
This report shows how well your answers ranked on a scale of best-to-worst for each of the Growth Practices, and it provides insights into how leaders from companies with the highest level of sustained growth tend to answer these questions. At the end of the report we offers suggestions for how you can prioritize your efforts to boost your own company's growth.

Sustained Growth Alignment Score

Your Score: 73

Your Sustained Growth Alignment Score provides an overall measure of how all of your company's answers on the Growth Practices ranked against other surveyed companies.

Your Sustained Growth Alignment Score:



The Alignment Score is a percentile, indicating the percentage of companies that scored worse or as well as your company on all questions. The bar chart above (and other scores presented in the next sections) are compared against three groups of companies from the survey:

- **High:** Typical of the top half of answers provided by companies with multiple years of growth. By scoring in this range, your company appears well positioned for sustained growth going forward, although there still may be several ways you can strengthen your performance even further.

- **Middle:** The center range is 'not too bad but not so good'. It consists of typical answers from the bottom half of Sustained Growers and the top half of all other companies. If your score is in this range, you may have a number of ways you can improve your likelihood of sustained growth.
 - **Low:** Typical of the bottom half of answers by companies without sustained growth. If your score is in this range, there are plenty of ways you can improve your company's score in the near term.
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Growth Categories

The Growth Practices are divided into six Growth Categories.

What types of questions do Growth Categories cover?

Growth Planning - How well does your company plan its growth?

Esprit de Corps - How well does your company motivate its employees towards its growth goals?

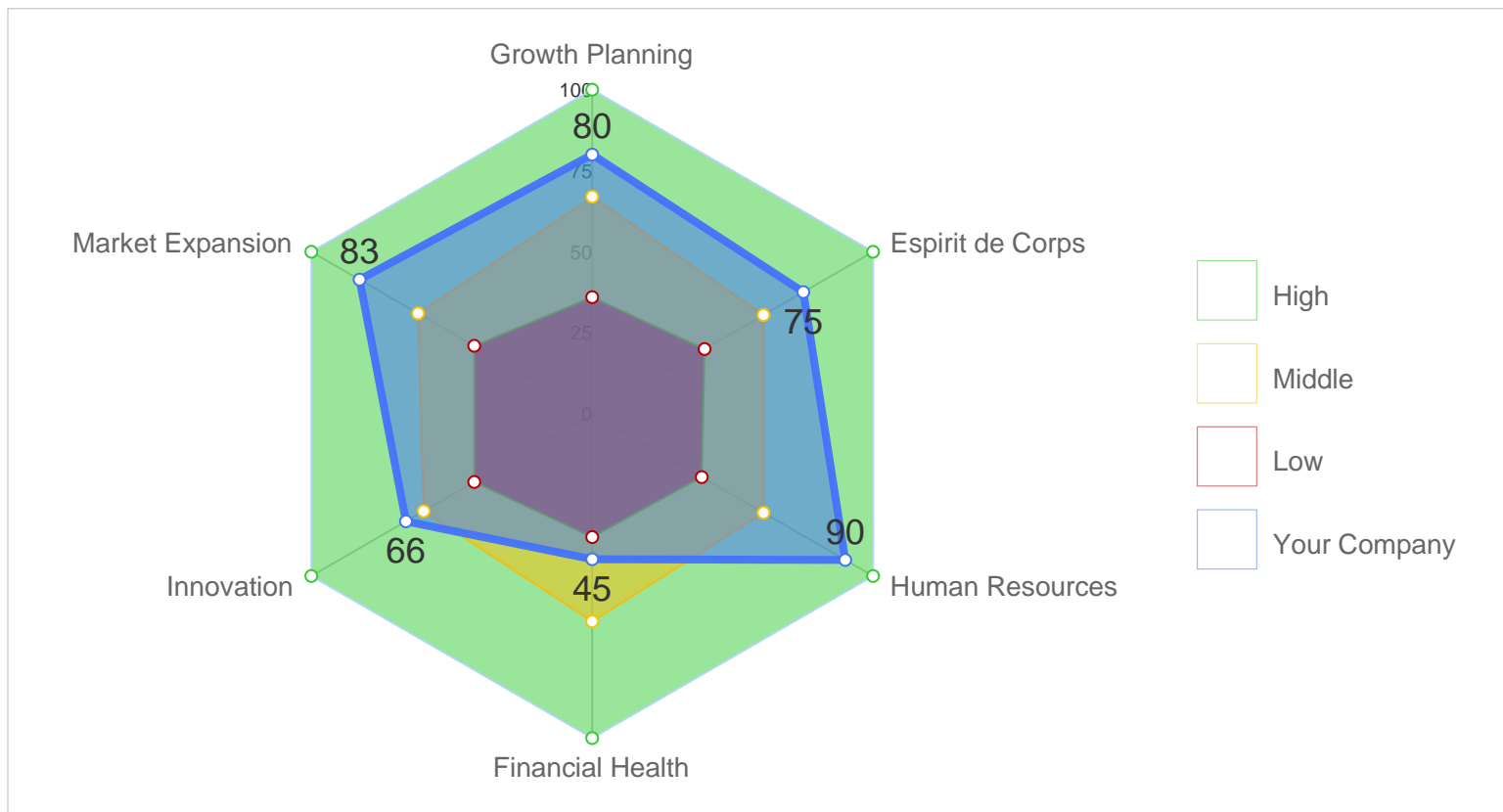
Financial Health - How well does your company's financial health support its expansion?

Human Resources - How well does your company select, nurture, reward, and promote talent?

Innovation - How well does your company do in developing new high-value offerings?

Market Expansion - How aggressively does your company expand in current and new geographical markets?

Your Growth Categories Scores:



Your company's scores (percentiles) for each of the six categories are marked with the blue line. They are compared against the three ranges (high, middle, and low) to show how your company compares against sustained growers and other companies. **The best place to score is in the high range.**

For more information on the Sustained Growth Diagnostic Report, refer to the video materials provided on this page. If you are interested your company's own personalized assessment, please contact: GARY KUNKLE, PHD GMKUNKLE@YAHOO.COM or MARTY ROMITTI, PHD MROMITTI@CREC.NET
