

CEO Management Survey

Name: _____

Firm: _____

INSTRUCTIONS: Please review each subject in terms of:

A. Degree of **Importance** to your continued growth and

B. Where you are today in **Actual Performance** level in that subject area.

Use 5 as outstanding to 1 as poor

Example	A	B	PRODUCTS/SERVICES
	<u>5</u>	<u>3</u>	Innovation

A	B	PRODUCTS/ SERVICES
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_____	_____	Innovation
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_____	_____	Quality
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_____	_____	Price
-------	-------	-------

_____	_____	Inventory
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_____	_____	Refunds
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_____	_____	Competition
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_____	_____	EMPLOYEES
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_____	_____	Hiring
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_____	_____	Turnover
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_____	_____	Compensation
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_____	_____	Productivity
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_____	_____	Benefits
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_____	_____	Motivation
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_____	_____	Time Management
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_____	_____	Performance
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_____	_____	Appraisals
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_____	_____	Labor Relations
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_____	_____	Training
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_____	_____	Retirement
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_____	_____	Conflict
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_____	_____	Team Building
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_____	_____	PLANNING
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_____	_____	Short Range
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_____	_____	Long Range
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_____	_____	Process
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_____	_____	Employee
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_____	_____	Participation
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_____	_____	Mission Statement
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A	B	STRATEGY
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_____	_____	Acquisitions
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_____	_____	New Locations/Units
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_____	_____	Succession
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_____	_____	Corporate Culture
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_____	_____	Negotiating
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_____	_____	Problem Solving
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_____	_____	Goals and Objectives
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_____	_____	Board of Directors
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_____	_____	MARKETING
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_____	_____	Selling
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_____	_____	Advertising
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_____	_____	Promotion
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_____	_____	Strategy and Planning
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_____	_____	Telemarketing
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_____	_____	Customer Service
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_____	_____	Market Research
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_____	_____	Market Share
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_____	_____	Export/Import
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_____	_____	FINANCE
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_____	_____	Cash Flow
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_____	_____	Cost Control
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_____	_____	Raising Capital
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_____	_____	Taxes
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_____	_____	Timely Reports
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_____	_____	CPA
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_____	_____	Financial Statements
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A	B	FINANCE (cont.)
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_____	_____	Breakeven Analysis
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_____	_____	Collections
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_____	_____	Interest Rates
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_____	_____	Gross Margins
-------	-------	---------------

_____	_____	Investments
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_____	_____	Bank Relations
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_____	_____	OPERATIONS
-------	-------	-------------------

_____	_____	Distributors/Suppliers
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_____	_____	Problem Solving
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_____	_____	Insurance
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_____	_____	Purchasing
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_____	_____	Project Management
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_____	_____	Transportation
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_____	_____	Real Estate
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_____	_____	Legal Assistance
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_____	_____	Equipment
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_____	_____	Travel
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_____	_____	Physical Plant Layout
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_____	_____	Community Relations
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_____	_____	INTERNET
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_____	_____	Web Content
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_____	_____	Marketing
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_____	_____	Shopping Cart
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_____	_____	Lead Generation
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_____	_____	Staffing
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_____	_____	Maintenance
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