



CALLING ALL BUSINESS LEADERS...

What would it take your organisation to...

- Increase its competitive advantage by up to 67%?
- Generate 43% more sales growth than the average?
- Build its net worth by up to 44%?

Assess your organisation's Competitive Strength

Gain valuable insights when preparing or updating your business plan, strategic plan, or marketing plan. Redefine what you change and how you change it.

To maximise its competitive advantage my organisation needs to... *(tick all applicable statements)*

- Get more things right, first time, more often.....
- Foster a 'can-do' attitude.....
- Eliminate silo working.....
- Achieve more through leadership than management.....
- Be more innovative in all that it does.....
- Build sustainability and agility.....
- Achieve higher returns on marketing spend.....
- Identify and retain the right people.....
- Be more knowledgeable about its business, markets, customers.....
- Do things better, faster and cheaper.....
- Encourage more suppliers to manage out cost while improving their quality and service.....
- Find more distributors who exceed our expectations.....
- Hear from more customers who tell us we exceed their quality and service expectations.....

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Learn more about commissioning your Competitive
Strength Report (CSR) overleaf...



Did you tick 5 or more statements overleaf?

If YES, your CSR will help you heighten awareness of key issues, stimulate essential dialogues and help your top team commit to action.

Your CSR ...

- Is generated from two questionnaires - the **CSQ** and **Abyss**
- These are completed by up to 8 directors/key stakeholders
- The questionnaires take each person only 40 minutes

Compare your organisation's competitive strength with 600 premier award¹ winners that sustained a track record of financial performance that outstripped all others.

Discover the degree to which you and your top team/key stakeholders hold similar or divergent views on 12 factors that contribute to your competitive strength. Achieving alignment is essential if you are to maximise your competitive advantage.

Stimulate a strategic level dialogue on the sustainability, fitness and competitive strength of your organisation. Together, you will achieve a broader and deeper common understanding of the organisation you lead.

Focus your top team on forces that can weaken your competitive strength and diminish your competitive advantage. These forces are the **Abyss** – the crevasse beneath your organisation with the potential to seriously destabilise your business.

Achieve top level consensus on what must be done to maximise your competitive advantage.

Decide on what is required to maximise your competitive advantage and commit to action.

¹ Awarding bodies - Baldrige, Shingo, Toyota, GTE and others.

The CSR provides immediate insight into key sustainability factors. It was a key tool for aligning my top team to the major organisational needs.

John Ballard, Group CEO, Mercy Health & Aged Care, Melbourne, Australia

Commission your Competitive Strength Report (CSR) to help you ...

- Prepare for a strategic review
- Improve consensus and cohesion at a senior level
- Increase the rate at which the organisation achieves its *Vision*
- Move on from working hard to becoming more effective and robust
- Achieve a change in attitudes and overcome cultural barriers to *Excellence*
- Seek new markets and/or reverse declining market share and margins
- Meet the challenge from new, better, faster, lower cost market entrants
- Cement a merger or takeover if the benefits are still to be realised
- Improve the robustness & fluidity of supply chain or distribution channels
- Refocus after the loss of a major contract or product delisting
- Gain and/or secure a position of market dominance
- Prepare a marketing plan



Your CSR includes advice on making the changes necessary to maximise your competitive advantage.

Today, the **Abyss** is growing so fast it outruns 67% of businesses

The **Abyss** is a crevasse that sits beneath every business, your business, threatening to undermine it at any time. Its forces can have a major impact on your competitive position and the sustainability of your business.

These forces can divert you at best and destabilise or permanently damage your business at worst.

The **Abyss** includes...

- Compliance
- Capacity and Capability Constraints
- Market Forces
- Supply Chain failures
- Economics and Politics



These issues divert attention, overstretch critical resources, and undermine sustainability.

Your **CSR** will quantify your risk exposure against up to 60 relevant topics that make up your **Abyss**.

Does your top team have a common understanding of these threats and their importance to your business?

*This is an innovative tool. Its simplicity made it easy to get buy in from my team.
The questionnaires required us to look at our organisation differently and to consider challenging scenarios.*

Wayne Brown, M. D., Lime Distributors {Pty} Ltd. Johannesburg

We invite you to think differently about your business

The insights you gain from your CSR will prove to be immensely valuable.

15 factors that contribute to your competitive strength.

They include...

- Marketing and Customer Focus
- Leadership and Innovation
- Finance and Economics
- Strategic outcomes

Your Competitive Strength Report (CSR) is based on your assessments. It will define your **business agility, resilience and sustainability**. Your CSR will provide an external comparison of your competitive strength and alert you to potentially significant differences in internal perceptions.

These assessments take from just 30 minutes per person.

*Your CSR is
exceptional value
for money
Instead of a small army
of consultants analysing
your business you
complete
a self assessment.
After all, who knows
your business better
than you?*

The Research Foundation

The research that underpins the **CSR** was conducted by Dr Vinod Singhal, Associate Professor of Operations Management in the Dupree College of Management, Georgia Institute of Technology, Atlanta, USA.

Dr Singhal's research used only published financial accounts of 600 **Premier Excellence Award** winners that sustained a 10-year high performance track record.

Dr Singhal proposed no theory or hypothesis. His research is not a "justification". It provides only a single but shatteringly compelling insight...



Dr Vinod Singhal

Excellence provides massive competitive advantage compared to the average in any market.

Is his research relevant to your business?

*Dr Singhal analysed 10 years' financial outcomes. These criteria apply to **any business in any market.***

How it works

1. **CEO provides details of who will be providing the inputs**

2. **Your **CSR** is registered on the **CSR's** secure website**

3. **Each contributor is sent the site address and a PIN and Password.**



4. **Contributors respond on-line to the **CSQ** and **Abyss** questionnaires**

5. **When all responses are received your **CSR** is emailed to the CEO or all contributors (as requested).**

Your CSR

- It takes as little as 40 minutes per person
- Assess your whole organisation or a subset within it
- Invite between 2 and 8 colleagues to take part
- Consider including an advisor, supplier or customer
- Your **CSR** can be generated within 48 hours of commissioning
- It includes a CEO's telephone debrief from your advisor or a member of the **CSR** support team
- Your **CSR** comes complete with a comprehensive guide to facilitating your top team meeting



Your meeting to discuss your CSR will be one of the most valuable of the year. The dialogue it stimulates will renew your top team's energy and focus. Your **CSR** will help you achieve top level consensus on what must be done to maximise your competitive advantage.

To commission your **Competitive Strength Report (CSR)** please return to the website www.competitivestrengthreport.com and click on **Purchase** or email us csrsupport@click2achieve.com

Your CSR



FREE Facilitator's Guide

helps you plan and run your meeting to discuss your CSR and take decisions to act on the insights you gain

Includes a face-to-face or telephone debrief between your CEO and a senior member of the CSR support team



- 60 pages of explanation, results, feedback and advice
- Generated from your inputs to the CSQ and *Abyss* questionnaires
- Divided into 6 sections – some for immediate reading, others for reference later
- 8 pages that define, compare and illustrate your competitive strength
- 7 pages that define the actual or potential impacts of your organisation's *Abyss*
- Includes a unique 'litmus-test' climate survey tool for directors, managers and staff
- 4 templates of questions to assist readers to prepare to discuss the report
- 2 unique tests for you to assess the effectiveness of your change processes
- Describes the downstream support for maximising your competitive advantage

"Our top team used the CSR to pinpoint and discuss critical factors in the success of our business. We discovered how easily the Report highlighted important differences in emphasis and perspective between the directors. These insights enabled us to review and refocus on our priorities and get consensus on the real strategic issues that lie ahead" George Grieve (MD - Vital Health Foods) Cape Town