

**Criteria for  
Assessing Executive  
'Achievement'**

**Financial Results**

- cash flow
- costs
- profit

**Customer Results**

- new sales
- retention
- satisfaction

**Operational Results**

- speed
- flexibility
- standardisation
- creativity
- entrepreneurialism

**Leadership Results**

- leadership pipeline
- vision & goals
- relationships
- communications
- strategy
- social/community

**Allocating  
Executive Energy**

60%  
My Team

*(The lower down the  
organisation the more this  
shifts towards TASK)*

25%  
Business Development

10%  
Strategy

5%  
Thinking

**Specifically**

Vision  
Values alignment  
Goal alignment & clarity  
Accountability alignment  
Driving Change  
People Performance  
People Development  
Leadership Pipeline  
Team development  
Removing barriers to success  
Political awareness  
Self awareness  
Awareness of others  
Interpersonal relationships

Stakeholder Relationships  
Customer Service  
Operational Excellence  
Stakeholder Management

Vision & group alignment  
Market Awareness  
Objectives  
Measurement

Personal Effectiveness

<http://www.tomorrowcompany.com/>

The organisations purpose:

**“To provide ever better goods and services in a way that is profitable, ethical, and respects the environment, individuals, and communities in which it operates.”**