

IS IT TIME TO WORK ON YOUR IDENTITY?

There are many signs in an organization that indicate the need for a clearer direction. Here are a few questions to ask yourself.

Check all that apply:

- ☐ Do we have a lack of clarity internally about the vision, purpose and direction of our organization?
- ☐ Are our systems and processes not aligning individuals and teams around shared goals?
- ☐ Are divergent views of the business creating barriers to growth and wasting resources?
- ☐ Has our business changed significantly?
- ☐ Do we need to reposition the company for new opportunities?
- ☐ Are competitive forces hindering our success?
- ☐ Are customers and/or employees unclear about our value proposition?
- ☐ Has a merger or acquisition muddled the waters?
- ☐ Has the flow of high-quality leads slowed?
- ☐ Is it getting harder to win business or maintain pricing?
- ☐ Is the marketing story stale and outdated?
- ☐ Is employee recruiting and retention getting harder?

Any of these can be signs that it is time to define (or redefine) your identity. You may see signs of your own.