

# CEO STRATEGY AUDIT

*A structured assessment of where your strategy is clear, coherent, and driving results — and where it isn't.*

**1** Poor — not in place

**3** Inconsistent — partial

**5** Strong — embedded

SECTION 1

# — MARKET & POSITIONING

*How clearly have you defined your market, your ideal customer, and your competitive edge?*

# SECTION 1 — MARKET & POSITIONING

1 Poor — not in place

3 Inconsistent — partial

5 Strong — embedded

QUESTION

SCORE (circle one)

1. Our target market is clearly defined and understood across the leadership team

1  2  3  4  5

2. We have a compelling and differentiated value proposition that sets us apart

1  2  3  4  5

3. We understand our competitors and monitor the competitive landscape regularly

1  2  3  4  5

4. Our pricing strategy reflects the value we deliver and supports our positioning

1  2  3  4  5

5. We are consistently winning the right clients in our target segments

1  2  3  4  5

SECTION SCORE: \_\_\_\_\_ / 25

SECTION 2

# — GROWTH & OPPORTUNITY

*How well are you identifying and capturing the right growth opportunities?*

# SECTION 2 — GROWTH & OPPORTUNITY

1 Poor — not in place

3 Inconsistent — partial

5 Strong — embedded

QUESTION

SCORE (circle one)

1. We have a documented growth strategy with clear priorities and milestones

1

2

3

4

5

2. Our pipeline of new business opportunities is healthy and consistently managed

1

2

3

4

5

3. We actively review and pursue adjacent markets or revenue streams

1

2

3

4

5

4. Investment decisions are made strategically, aligned to long-term growth goals

1

2

3

4

5

5. We have a clear plan for scaling the business over the next 3 years

1

2

3

4

5

SECTION SCORE: \_\_\_\_\_ / 25

SECTION 3

# — STRATEGIC CLARITY & EXECUTION

*How effectively is your strategy translated into clear priorities and business outcomes?*

# SECTION 3 — STRATEGIC CLARITY & EXECUTION

1 Poor — not in place

3 Inconsistent — partial

5 Strong — embedded

QUESTION	SCORE (circle one)
1. We have a clear 1-3 year strategic plan that is reviewed and updated regularly	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5
2. Strategic priorities are communicated and understood across the entire team	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5
3. Annual goals cascade from strategy into team and individual objectives	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5
4. We have a structured process for making important strategic decisions	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5
5. We regularly review strategy against market shifts and business results	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5

SECTION SCORE: \_\_\_\_\_ / 25

# AUDIT RESULTS

**0 – 25**

## **STRATEGY AT RISK**

Critical gaps. No coherent direction or growth plan. Urgent intervention needed.

**25 – 40**

## **EMERGING BUT FRAGILE**

Some strategic thinking in place but inconsistent execution and unclear priorities.

**40 – 60**

## **SOLID STRATEGIC FOUNDATION**

Clear direction. Focus on tightening execution, communication and consistency.

**60 – 75**

## **HIGH-PERFORMANCE STRATEGY**

Exceptional clarity and alignment. Focus on innovation, scalability and future growth.

TOTAL SCORE: \_\_\_\_ / 75 | MARKET & POSITIONING: \_\_\_\_ / 25 GROWTH & OPPORTUNITY: \_\_\_\_ / 25 STRATEGIC CLARITY: \_\_\_\_ / 25

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