

# MEASURING ORGANISATION CAPACITY TO DRIVE GROWTH

## Example

| MEASUREMENT                       | MEASURES                            | SYMBOL | INDEX |
|-----------------------------------|-------------------------------------|--------|-------|
| <b>Aspirational Index</b>         | Aspirational Competitive Advantage  | ⊙      | 0.88  |
| <b>1. Leadership Index</b>        | Capacity to Drive Strategy & Change | ●      | 0.67  |
| <b>2. "H" Factor Index</b>        | Unique Competitive Differentiators  | ●      | 0.62  |
| <b>3. Risk / Reward Index</b>     | Competitive Alignment & Motivation  | ●      | 0.46  |
| <b>4. Innovation Index</b>        | Focus on Creating New Value         | ●      | 0.51  |
| <b>5. Customer Impact Index</b>   | Focus on Business Growth            | ●      | 0.56  |
| <b>Competitive Capacity Index</b> | Current Reality                     | ◆      | 0.56  |

The Competitive Capacity Index is calculated by combining all 5 measurement indices.

Empirical practice indicates that a company is only assured of its sustainability once it achieves a Competitive Capacity Index of 0.725.

This is the minimum score required for an E (Elite) rating. E-ratings are successively graduated from 1 to 5.

