

Extracts from the questionnaires

The Competitive Strength Quotient (CSQ)

- Leadership determination
- Strategic investment
- Operational gymnastics
- Financial acuity
- Risk management
- Committed innovation
- Market leadership
- Talent farming
- Competition beating
- Economic awareness
- Conscious learning
- Growth dynamics
- Customer focus
- Market pioneering
- People investment

Examples Respondents see 5 consideration prompts before they answer each question. These provide a context for all respondents.

LEADERSHIP DETERMINATION – How extremely hard do you really try? This organisation...	
Relentlessly pursues being the best in everything that it does and achievements match these expectations	<input type="checkbox"/>
Continuously priorities functions and processes for improvement & can point to substantial achievements	<input type="checkbox"/>
Creates awareness and focuses people on the need to improve, and achieves some success	<input type="checkbox"/>
Believes it is better than average and considers it does a good job in the circumstances	<input type="checkbox"/>

STRATEGIC INVESTMENT? This organisation...	
Maintains a high rate of investment with high returns in capacity, capability and process improvement	<input type="checkbox"/>
Sustains the capital investment required to support key strategies and underpin efficiency & effectiveness	<input type="checkbox"/>
Sets an annual capital investment budget, then selects and implements priority projects	<input type="checkbox"/>
Invests but (too often) has to defer much needed capital investments until conditions improve	<input type="checkbox"/>

Respondents select an applicable statement or can click on the space between two consecutive statements.

The Abyss

- Compliance
- Capability limitations
- Supply chain
- Capacity constraints
- Market forces
- Economics & politics

There are 10 topics within each of categories. Respondents select those topics they consider to be relevant and then assess their current or future impact.

Examples Extracts from the 6 categories above. On average 75% of the topics are relevant to an organisation.

Topic	Relevant?	Issue	Impact
Data protection	Yes	Requirements force you to change systems and procedures	Low
Human rights	No	Legislation increases protection for ethnic minorities or migrants	
Cash flow	Yes	Is (or becomes) very tight or demand increases	V. high
Silo working		Persists and results in inefficiencies and/or repeated mistakes	
Best practice		Is not well understood or is hard to achieve	
Risk exposure		Prevents key issues or opportunities being addressed	
Product copies		Are (or do) enter your main markets from low cost economies	
Fuel supplies		Electricity/gas or vehicle fuel supplies are interrupted for several weeks	
Trade tariffs		Adversely affect a major product or service	

“The CSR provides immediate insight into key sustainability factors within the organisation. It is a key tool for aligning my top team to the major organisational needs.”
John Ballard, Group CEO, Mercy Health and Aged Care, Melbourne, Australia