



Are You Winning at the Games of Business?

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Every business, large or small, can be considered a participant in an economic, marketplace game, where some players become winners and others losers.

In this overall game, there are four component games at which you need to become sufficiently proficient in order to win at the whole game:

1. **The Outside Game (looking forward)** – creating and executing your external business-development strategy in terms of reaching your targeted customers with valued products and services through the best channels,
2. **The Outside Game (looking backward)** – partnering with vendors and creating valuable strategic alliances that serve and support your business and its customers,
3. **The Inside Game** – building sound internal structures, processes and systems, and employing the right people in order to effectively design, deliver and support your business products and services,
4. **The Topside Game** – getting your top-management team effectively working together, and well led and inspired, in order to win at all these games.

If you are winning at the game of business, do you know how that came about, so that you can build on your strengths, repeat your success and maintain your advantage? If you are losing ground, then do you know where your business shortcomings are, and how to correct them? Utilize this questionnaire to help identify your business strengths, challenges, opportunities and threats among these four games of business.

Use the following scoring key:

+2	Yes, most definitely
+1	Yes, somewhat, but could possibly do better
0	Not sure, or don't know at all
-1	No, not enough, and need to improve
-2	No, not at all, and need to address

1. Outside Game (looking forward) - Are you...	NO	----	Not Sure	----	YES
a) Able to convert prospects successfully into satisfied users?	-2	-1	0	+1	+2
b) Continually designing new, innovative offerings that anticipate your customers' and prospects' needs both today and in the future?	-2	-1	0	+1	+2
c) Differentiating yourself from your competitors in your marketplace (so that potential customers are seeking you out)?	-2	-1	0	+1	+2
d) Migrating your business into those product/market arenas that will be most attractive currently or in the future?	-2	-1	0	+1	+2
e) Mining your current customers to achieve greater product and service saturation and profitability?	-2	-1	0	+1	+2
f) Pruning customers that are distracting or draining your company of its energy and resources?	-2	-1	0	+1	+2
g) Repackaging or recreating your products and services so that you stay fresh to your existing customers?	-2	-1	0	+1	+2
h) Taking full advantage of your business' core product and service strengths in a way that creates competitive advantage for you in the marketplace?	-2	-1	0	+1	+2
i) Targeting and attracting qualified customers (or distribution channels) with profitable, value-added offerings?	-2	-1	0	+1	+2
j) Utilizing all the best direct and indirect channels to get to the customers you wish to target?	-2	-1	0	+1	+2
Add your scores to get a total for the Outside Game (forward):					

2. Outside Game (looking backward) – Are you...	NO	----	Not Sure	----	YES
a. Choosing suppliers and vendors for quality, service and delivery, rather than just price? And, are they living up to your expectations?	-2	-1	0	+1	+2
b. Effectively communicating not only your current and future needs but your customers' needs to your suppliers/vendors? And, do they understand those needs?	-2	-1	0	+1	+2
c. Working in partnership with your suppliers/vendors to make the whole supply more efficient and effective?	-2	-1	0	+1	+2
d. Promoting collaboration and mutual benefit with suppliers/vendors, rather than just competition for your business?	-2	-1	0	+1	+2
e. Utilizing strategic partners that have offerings that are synergistic with your products and services, where “one plus one makes three”?	-2	-1	0	+1	+2
Add your scores to get a subtotal for the Outside Game (backward):					
Then multiply by 2 (to normalize your score with the other games) so as to get your final score for this game:					



3. Inside Game – Are you...	NO	----	Not Sure	----	YES
a. Building the company infrastructure that facilitates the development, sales, delivery and support of your company's products and services?	-2	-1	0	+1	+2
b. Creating an organizational structure that facilitates communication, cooperation and collaboration among departments and divisions of your company?	-2	-1	0	+1	+2
c. Placing the right, capable people in the right positions that are a good fit between them and their jobs?	-2	-1	0	+1	+2
d. Installing operational policies, procedures and systems that support the day-to-day work that needs to get accomplished?	-2	-1	0	+1	+2
e. Utilizing the full capabilities of your people in your business?	-2	-1	0	+1	+2
f. Obtaining the full commitment of your employees in the service of the organization?	-2	-1	0	+1	+2
g. Installing sound human resource practices that facilitate staff recruitment, retention, personal motivation and job satisfaction?	-2	-1	0	+1	+2
h. Having an information system that facilitates information flow and information reporting, getting it to the right people at the right time in the right way?	-2	-1	0	+1	+2
i. Creating management decisions (policies and practices) that support and sustain organizational productivity, learning and performance?	-2	-1	0	+1	+2
j. Seeing that everyone is working towards the best interests of the company, its customers, and your community?	-2	-1	0	+1	+2
Add your scores to get a total for the Inside Game:					

4. Topside Game – Are you...	NO	----	Not Sure	----	YES
a. Creating a powerful, compelling and meaningful vision and mission for your business?	-2	-1	0	+1	+2
b. Generating clarity to everyone about where your company currently is, where it needs to go, and what's most important to focus on in order to get there?	-2	-1	0	+1	+2
c. Aligning the mission and goals of various areas of your organization so that they are all working in the same direction, rather than at cross-purposes?	-2	-1	0	+1	+2
d. Influencing key players (or your top team) of your company so they act in consistent alignment with the company's vision and mission?	-2	-1	0	+1	+2
e. Having executive and management retreats, meetings and conversations that are well planned and followed-through?	-2	-1	0	+1	+2
f. Leading, communicating to and inspiring people in a way that brings forth their best in the service of the organization's vision and mission?	-2	-1	0	+1	+2
g. Creating, supporting and sustaining the changes that are required to reach your company's desired future vision?	-2	-1	0	+1	+2
h. Being your best, and providing an example of the changes you seek in others?	-2	-1	0	+1	+2
i. Effectively utilizing the abilities and input of your Board of Directors or Advisors?	-2	-1	0	+1	+2
j. Developing not only your current leaders/managers, but also the future leaders of the company, ensuring its growth and continuity?	-2	-1	0	+1	+2
Add your scores to get a total for the Topside Game:					



Place your total score here:

Outside Game (forward): _____

Outside Game (backward): _____

Inside Game: _____

Topside Game: _____

If your total score in any game is between +10 to +20, then congratulations, you and your company are being most effective in that area. However, consider *how you would raise the bar*, performing that game faster and better.

If your score in a game is between 0 and +10, then accept that you are doing some things well and have some things to improve upon. Decide *what would be the next thing(s) for you to work on* in that game to move your company forward.

If your score is negative in any game, then work to figure out *what's blocking your company* from moving forward in that game.

Also consider having other people in your leadership/management team complete this assessment. Then compare notes in order to determine where your company's strengths and challenges are.





About Business Wisdom

Business Wisdom (BW) works with *progressive, ambitious, and possibly frustrated company leaders who want to make a meaningful and lasting difference* in their organizations, communities and their world through their businesses.

We accomplish this by providing simple and profound management approaches for solid business growth and prosperity, as well as stable continuity, in today's tougher times.

Through our sound and sensible "Business Wisdom," we especially support forward thinkers who want to contribute highly, and have a strong presence among - or rise above - the mainstream players in their business field.

BW takes pride in assisting organizations to find stability, as well as to strive for their full capability, be it in the marketplace, within their operations, with their people, or in their local community.

Harvy Simkovits, CMC, President of **BW**, has worked over 20 years with owner managed companies to help them grow, prosper and continue on by offering innovative approaches to business development, business management, organizational leadership and learning, and management education. Harvy can be reached at Harvy@Business-Wisdom.com.

