Activity One: Organizational Self-Assessment Tool

Market Share
High:_____:_____:_____:_____:_____:_____:_____:Low
Increasing:_____:_____:_____:_____:_____:_____:_____:Decreasing

Market Position
Protected:_____:_____:_____:_____:_____:_____:_____:Unprotected

Market Pricing
Leader:_____:_____:_____:_____:_____:_____:_____:Follower

Response Capacity
Rapid:_____:_____:_____:_____:_____:_____:_____:Slow

Name Recognition
High:_____:_____:_____:_____:_____:_____:_____:Low

Provider Costs
Low:_____:_____:_____:_____:_____:_____:_____:High

Distribution Costs
Low:_____:_____:_____:_____:_____:_____:_____:High

Capacity Utilization
High:_____:_____:_____:_____:_____:_____:_____:Low

Agency Infrastructure
Weak:_____:_____:_____:_____:_____:_____:_____:Strong

Agency Facilities
Expandable:_____:_____:_____:_____:_____:_____:_____:Inexpandable

Agency Expertise
High:_____:_____:_____:_____:_____:_____:_____:Low

Client Relations
Poor:_____:_____:_____:_____:_____:_____:_____:Good

Client Base
Large:_____:_____:_____:_____:_____:_____:_____:Limited

Agency Reputation
Ethical:_____:_____:_____:_____:_____:_____:_____:Unethical

Agency Operations
Prosperous:_____:_____:_____:_____:_____:_____:_____:Unprosperous

Agency Management
Effective:_____:_____:_____:_____:_____:_____:_____:Ineffective

On the back side, summarize your strengths and weaknesses.