

# DEMO ASSESSMENT REPORT

Report for  
Sales & Marketing Department  
The ABC Company  
April 2020

Conducted by  
Assessment Corps, LLC



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# INTRODUCTION

This Report presents a real-time picture, or snapshot, of where you and your team members are not in alignment. Whether your team consists of only a few people, a department or an entire organization, this assessment provides a real-time snapshot that is understandable and actionable.

There were no questions or “I think” or “I feel” statements in the assessment. There were only statements regarding situations that exist or don’t exist within an organization based on what your team sees.

In other words, this is not an opinion survey. The differences shown in the scoring are called perception gaps. What is display are the perception gaps among team members and managers on the subject of teamwork.

Because this tool is not a survey, the primary goal is not to simply get high scores but rather helping a team see where differences (or gaps) in perceptions exist, so they can begin working on closing those gaps.

When team members understand and see things more in unison, alignment in core values, goals, and company culture occur more naturally and consistently, allowing for increased focus on growth and success.



# THE PROCESS

The reality is: all teams in every organization have perceptions gaps. And while it's not entirely possible to close all gaps, when your organization chooses to address its gaps head-on, it is more likely to sustain a culture of openness, trust, and success.

Consciously closing perception gaps brings people together...for all the right reasons.

Every organization struggles with internal communications. Yet, as unscientific as it sounds, the more an organization's leadership team talks about, highlights and focuses on its gaps, the greater the possibility of closing those gaps.

In other words, you get what we focus on.

## BUSINESS CONTINUITY - THE 5 AREAS OF FOCUS

### **#1 Communication**

We all hear things differently. Instructions, requests, progress report, whether spoken or written, people will hear (or understand) different things from the same source. Great team communication comes from practicing clarity, consistency, and completeness.

### **#2 Resources**

An effective team needs quality resources. That means the right people in the right positions, the right tools to get the job done, and the right technology to properly serve the people who use it (not the other way around).

### **#3 Future Focus Points**

While it's essential to understand and deal with gaps identified in this assessment, it is just as critical to try to identify those issues (gaps) that will need to be handled once the business crisis has passed.

### **#4 Team Spirit**

A team's spirit is something you cannot measure, but you will see it in the quality and consistency in the work performed, and the smile on the faces of the employees doing the work. During these most challenging times, it's up to the company's leaders to set the pace, walk the talk, and inspire and model excellence in everything they do.



## #5 Systems

The business systems of a company are its lifeblood. You can have smart, hardworking people, a solid service or product, and all the right tools to get things done, but ... if the overall systems (the processes of how work actually gets done) are not clear and steady, problems will begin to surface. A big part of systems has to do with a company's culture, its spirit and drive for excellence. It's also up to the leaders to set the example by reducing bureaucracy, promoting collaboration, and sharing a sense of urgency in everything they do.

## THE END IN MIND

The process of closing perception gaps begins with management intending to and wanting to walk in the shoes of their employees, so they can understand what the employee is really going through.

The ideal management response to a discovered perception gap goes something like: "Why do they see things this way?" or, "What are we not doing or providing that causes them to see things this way?"

Remember, just because employees see things differently than you doesn't mean they are wrong. And it doesn't mean that you're wrong either. The team is just seeing things differently—period. Now it's up to the leader to do something about it.

Above all, keep in mind throughout the day that the leaders of the company set the pace and the example of how things should get done. In times of crisis and confusion, the leader is all employees have to help them through the pressure and demands of the job and life.

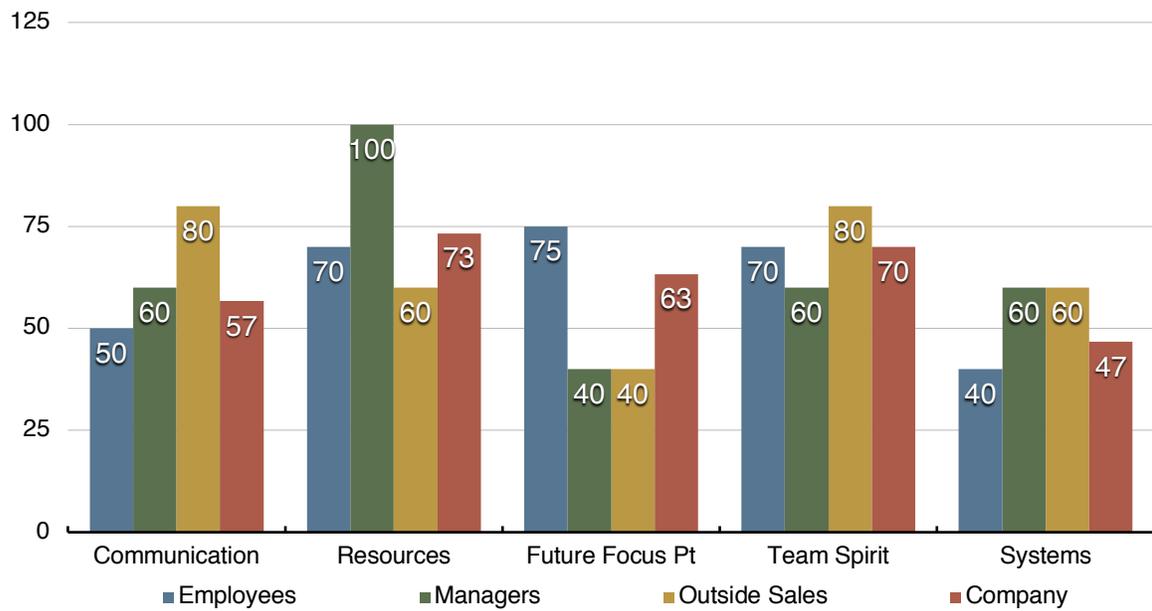
# THE TEAM SUMMARY

The data displayed are averages for each of the 5 categories. It is important to review each category's specific results to understand exactly where the perceptions gaps are.

## Company/Category Overall Scoring Averages

Communication	57%
Resources	73%
Future Focus Points	63%
Team Spirit	70%
Systems	84%

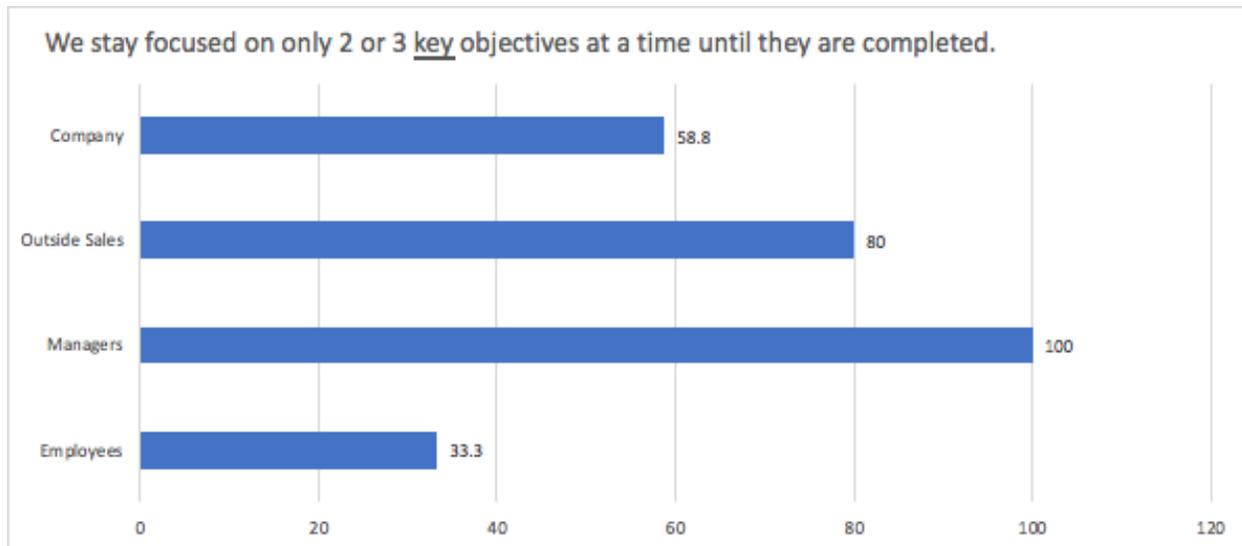
## Sample Company Assessment Results (April 2020)



# THE 3 BIGGEST GAPS

*The goal is not to get a high scores but smaller gaps.*

Your largest gap is in the category of **Future Focus Points**, specifically in this statement:

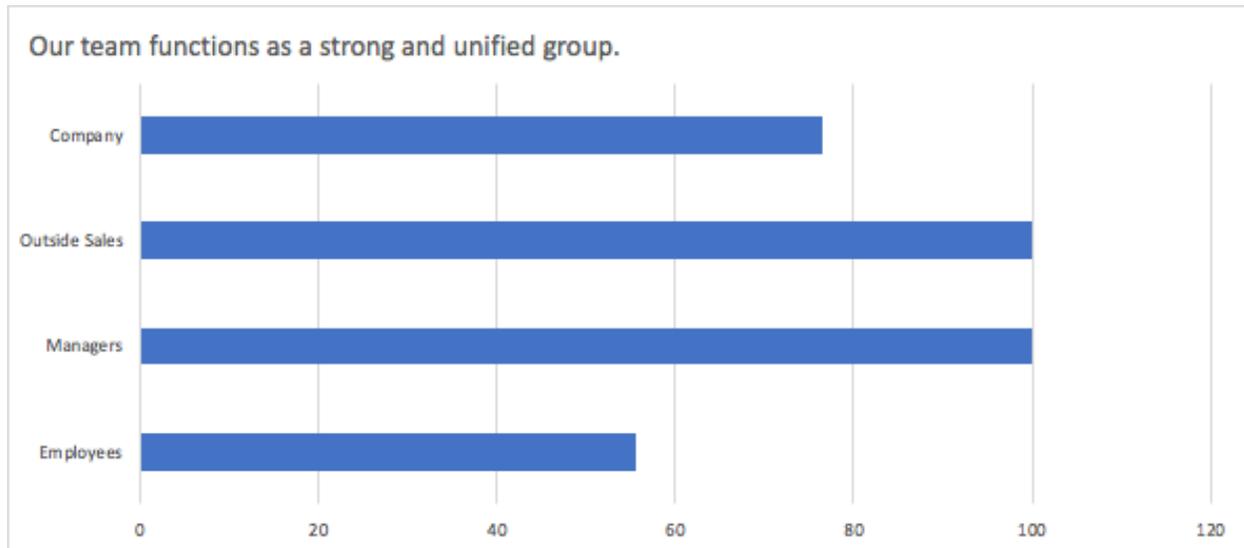


The biggest gap is between Employees and Managers = 66.7 points.

The next biggest gap is between Employees and Outside Sales = 46.7 points.

Review each statement in this category and review the statements that have large gaps (over a 15% difference). Sometimes, all it takes is one statement with a large gap to negatively influences the results.

Your second largest gap is in the category of **Systems**, specifically in this statement:

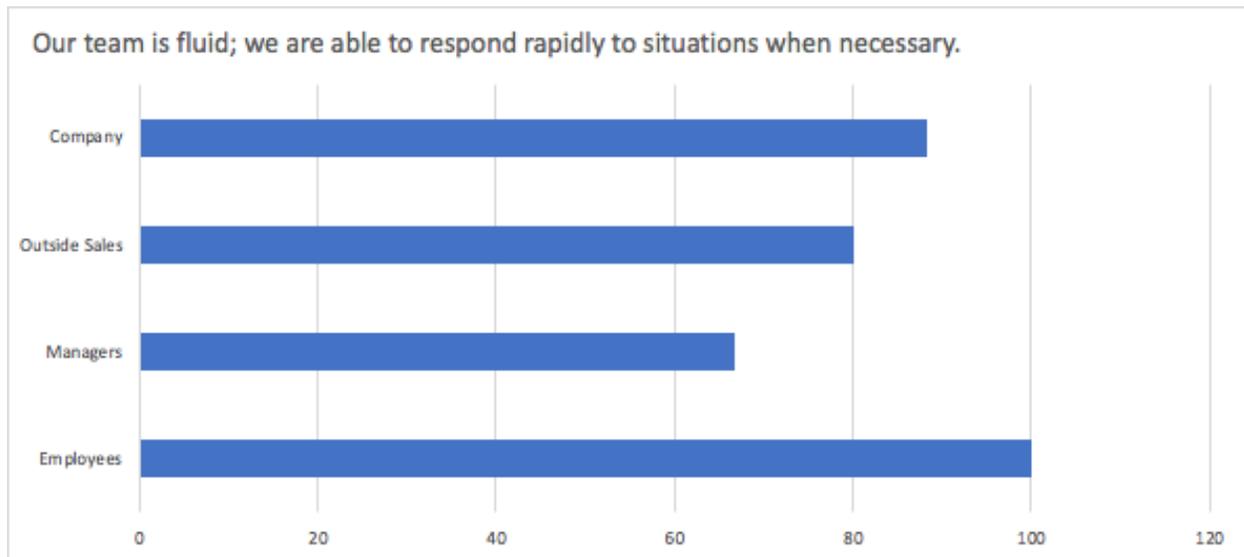


The biggest gap is between Employees and Managers = 44.4 points.

The next biggest gap is between Employees and Outside Sales = 44.4 points.

Review each statement in this category and review the statements that have large gaps (over a 15% difference). Sometimes, all it takes is one statement with a large gap to negatively influence the results.

Your third largest gap is in the category of **Communications**, specifically in this statement:



The biggest gap is between Employees and Managers = 33.3 points.

The next biggest gap is between Employees and Outside Sales = 20 points.

Review each statement in this category and review the statements that have large gaps (over a 15% difference). Sometimes, all it takes is one statement with a large gap to negatively influence the results.

# STATEMENT RANKING BY COMPANY

Communication	Important and pertinent information continues to flow through our organization quickly. - GAP: <b>50%</b>		
	CEO/Team Leader	1 of 1 said yes	100.0
	Management	1 of 1 said yes	100.0
	Non-Management	2 of 4 said yes	50.0
Communication	Ongoing guidance and short-term workarounds are shared each day to improve things and to reduce problems. - GAP: <b>50%</b>		
	CEO/Team Leader	0 of 1 said yes	0.0
	Management	0 of 1 said yes	0.0
	Non-Management	2 of 4 said yes	50.0
Communication	Communications within the company is still more reliable and effective than the grapevine. - GAP: <b>75%</b>		
	CEO/Team Leader	1 of 1 said yes	100.0
	Management	1 of 1 said yes	100.0
	Non-Management	1 of 4 said yes	25.0
Communication	Sales opportunities and business updates are communicated throughout the day. - GAP: <b>100%</b>		
	CEO/Team Leader	1 of 1 said yes	100.0
	Management	0 of 1 said yes	0.0

	Non-Management	2 of 4 said yes	50.0
Communication	Managers are open to our ideas and suggestions. - GAP: <b>25%</b>		
	CEO/Team Leader	1 of 1 said yes	100.0
	Management	1 of 1 said yes	100.0
	Non-Management	3 of 4 said yes	75.0
Resources	We have the right tools and technology to effectively get our work accomplished. - GAP: <b>50%</b>		
	CEO/Team Leader	1 of 1 said yes	100.0
	Management	1 of 1 said yes	100.0
	Non-Management	2 of 4 said yes	50.0
Resources	Our business software is effective and easy to use. - GAP: <b>100%</b>		
	CEO/Team Leader	0 of 1 said yes	0.0
	Management	1 of 1 said yes	100.0
	Non-Management	2 of 4 said yes	50.0
Resources	We have the right people in the right positions to accomplish our goals. - GAP: <b>25%</b>		
	CEO/Team Leader	1 of 1 said yes	100.0
	Management	1 of 1 said yes	100.0
	Non-Management	3 of 4 said yes	75.0
Resources	Most everything we need (especially business data) is available online. - GAP: <b>100%</b>		
	CEO/Team Leader	0 of 1 said yes	0.0
	Management	1 of 1 said yes	100.0
	Non-Management	4 of 4 said yes	100.0
Resources	Our email system supports the needs of the business. - GAP: <b>25%</b>		

	CEO/Team Leader	1 of 1 said yes	100.0
	Management	1 of 1 said yes	100.0
	Non-Management	3 of 4 said yes	75.0
Future Focus Points	When things normalize, we need to immediately address how we communicate with one another. - GAP: <b>100%</b>		
	CEO/Team Leader	0 of 1 said yes	0.0
	Management	1 of 1 said yes	100.0
	Non-Management	4 of 4 said yes	100.0
Future Focus Points	When things normalize, we need to immediately address how we treat our customers. - GAP: <b>50%</b>		
	CEO/Team Leader	1 of 1 said yes	100.0
	Management	1 of 1 said yes	100.0
	Non-Management	2 of 4 said yes	50.0
Future Focus Points	When things normalize, we need to immediately address our workflows and how work gets done. - GAP: <b>100%</b>		
	CEO/Team Leader	1 of 1 said yes	100.0
	Management	0 of 1 said yes	0.0
	Non-Management	3 of 4 said yes	75.0
Future Focus Points	When things normalize, we need to immediately address our software challenges. - GAP: <b>50%</b>		
	CEO/Team Leader	0 of 1 said yes	0.0
	Management	0 of 1 said yes	0.0
	Non-Management	2 of 4 said yes	50.0

Future Focus Points	When things normalize, we need to immediately address how to get customer problems resolved quickly and effectively. - GAP: <b>100%</b>		
	CEO/Team Leader	0 of 1 said yes	0.0
	Management	0 of 1 said yes	0.0
	Non-Management	4 of 4 said yes	100.0
Team Spirit	We are members of a strong, unified group. - GAP: <b>0%</b>		
	CEO/Team Leader	1 of 1 said yes	100.0
	Management	1 of 1 said yes	100.0
	Non-Management	4 of 4 said yes	100.0
Team Spirit	Team members readily assist one another when help is needed. - GAP: <b>25%</b>		
	CEO/Team Leader	1 of 1 said yes	100.0
	Management	1 of 1 said yes	100.0
	Non-Management	3 of 4 said yes	75.0
Team Spirit	We are able to consistently keep up with the daily workload. - GAP: <b>25%</b>		
	CEO/Team Leader	0 of 1 said yes	0.0
	Management	0 of 1 said yes	0.0
	Non-Management	1 of 4 said yes	25.0
Team Spirit	We get the support and/or guidance we need when a problem occurs. - GAP: <b>100%</b>		
	CEO/Team Leader	1 of 1 said yes	100.0
	Management	0 of 1 said yes	0.0
	Non-Management	2 of 4 said yes	50.0

Team Spirit	The company is managed and led in one direction. - GAP: <b>0%</b>		
	CEO/Team Leader	1 of 1 said yes	100.0
	Management	1 of 1 said yes	100.0
	Non-Management	4 of 4 said yes	100.0
Systems	Our work processes flow smoothly even though we are not working in the same location as one another. - GAP: <b>75%</b>		
	CEO/Team Leader	1 of 1 said yes	100.0
	Management	1 of 1 said yes	100.0
	Non-Management	1 of 4 said yes	25.0
Systems	Customer problems are addressed and corrected quickly. - GAP: <b>50%</b>		
	CEO/Team Leader	0 of 1 said yes	0.0
	Management	0 of 1 said yes	0.0
	Non-Management	2 of 4 said yes	50.0
Systems	Our company is still easy to do business with. - GAP: <b>25%</b>		
	CEO/Team Leader	1 of 1 said yes	100.0
	Management	1 of 1 said yes	100.0
	Non-Management	3 of 4 said yes	75.0
Systems	We are not hurried or rushed to push work through that is not what we promised to our clients. - GAP: <b>100%</b>		
	CEO/Team Leader	1 of 1 said yes	100.0
	Management	0 of 1 said yes	0.0
	Non-Management	0 of 4 said yes	0.0



Systems	Bureaucracy is to a minimum; few process problems slow us down. - GAP: <b>100%</b>		
	CEO/Team Leader	0 of 1 said yes	0.0
	Management	1 of 1 said yes	100.0
	Non-Management	2 of 4 said yes	50.0

# RECOMMENDATIONS & EXERCISES

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## How to effectively close the identified perception gaps

One of the best approaches to close a large perception gap is for the leadership team and managers to reflect on a few basic questions.

It is important throughout the process of closing gaps to not blame or accuse anyone or any department. As you begin, the management conversation should focus on getting the entire team on the same page.

The intention is not to get the team thinking the same way as if they were robots, but that your team “sees” and understands the intentions and beliefs of the company in the same manner. This is a huge distinction.

Begin the process, as a leadership team, by discussing the following questions:

***“What are employees seeing that we’re not?”*** (And vice versa.)

***“Why are they seeing things this way?”***

***“What are we not doing (or providing) that might cause employees to see things differently?”***

By asking and answering these questions, the leadership team should not try to justify why they believe employees are wrong or try to minimize the gap. Simply accept that the gap exists and then try to understand why employees (or the leadership team) sees things the way they do. Once the leadership team and managers have discussed these questions, you are ready to approach the specific large gaps identified in this report.



## MAKING IT HAPPEN

The process of closing gaps never really ends. It is an ongoing effort the leadership team to remain mindful of where its team members are not in synch with one another.

When a team pulls together, synergy, passion, and pride all intermingle, the results can be powerful.

As leaders, you have the responsibility and the privilege to accomplish great things through and with your team.

Be resourceful. Be accountable. Be responsible. And be aware of opportunities to be of service or support to your team.