

The Alpha Initiative™

How well do you know your company's
Future Revenue Creation Capacity™?



Before undertaking the evaluation, estimate your company's current capability across the 16 critical **Adapt**, **Innovate** and **Execute** elements.

Your estimates can later be compared with the comprehensive measured results of your **Continuous Growth Evaluation™**, revealing:

1. Your current company estimate
2. Your organisation's measured capability
3. How measured capability relates to **Customer Expectations** and **Revenue Durability**

Using a scale of 1–10, estimate your company's current capability in each element, where 1 represents very limited capability and 10 represents exceptional capability.

Future Revenue Creation Capability™	Strategic Result	Your Current Company Estimate (1–10)	Future Revenue Growth Expectancy
1. Opportunity Ownership 2. Customer Relevance 3. Change Agility 4. Goal Discipline 5. Time and Priority Discipline 6. Personal Leadership & Resilience	Clarity on new customer opportunities Lifting customer expectations of value Confidence to pursue ambitious goals Commitment to pursue ambitious goals Operational efficiency Confidence in company ability to deliver		Adapt Ability of employees and leaders to treat their career as their business, their organisation as their primary customer, and the company's customers as the ultimate test of the value each employee helps create.
7. Purpose & Motivation 8. Distinctive Capability 9. Value Recognition	Customer centric purpose Capability to deliver of high impact value Expectations of new value		Innovate Ability to constantly create unique 'saleable' value to solve new problems and satisfy new opportunities.

10. Growth Confidence	Maintaining peak performance		
11. Collaborative Relationships	Deploying distinctive capability		
12. Calculated Risk & Ownership	Collective drive to achieve results		
13. Opportunity Innovation	Focus on creating new value		
14. Distinctive Teamwork Performance	Capability to execute flawlessly		Execute The ability to execute the delivery of new value to customers efficiently, and with precision.
15. Shared Commitment & Alignment	Protection of mutual interests		
16. Sustaining Growth	Ability to sustain growth		

How accurate are your estimates?

The Continuous Growth Evaluation™ measures your organisation's actual capability and compares it with customer-validated Revenue Durability™.

Discuss Your Continuous Growth Evaluation™