

# PERFORMANCE: Key Considerations

(Not Exhaustive)



| DIMENSION                                                                                            | DEFINTION                                                                                               | LEVERS                                                                                                                                                                                                                                                                     | ILLUSTRATION                                                                          |
|------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  <b>FINANCIAL</b>   | Ability to achieve profitability targets                                                                | <ol style="list-style-type: none"><li>1.Sales (Pricing)</li><li>2.Cost Management</li><li>3.Balance sheet optimization</li><li>4.Reporting &amp; Analysis</li><li>5.Business Intelligence</li></ol>                                                                        |    |
|  <b>OPERATIONAL</b> | Ability to deliver on service promise consistently and efficiently                                      | <ol style="list-style-type: none"><li>1.Process standards and efficiency</li><li>2.Feedback / continuous improvement system</li><li>3.Measurement systems (monitoring &amp; compliance)</li><li>4.Training / Staff Knowledge</li><li>5.Efficient decision making</li></ol> |    |
|  <b>GROWTH</b>    | Ability to drive revenue growth through organic customer growth, business expansion, and/or acquisition | <ol style="list-style-type: none"><li>1. Customer acquisition rate</li><li>2. Product / Service / Geographical Expansion</li><li>3. Multiple Revenue streams</li><li>4. Acquisition</li></ol>                                                                              |  |

# HEALTH: Key Considerations

(Not Exhaustive)



| DIMENSION                                                                                                                 | DEFINTION                                                                                   | LEVERS                                                                                                                                                                                                        | ILLUSTRATION                                                                          |
|---------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  <b>TALENT &amp; SUCCESSION PLANNING</b> | Ensuring that the company has the right people in the right positions now and in the future | <ol style="list-style-type: none"><li>1. Strong Employee value proposition</li><li>2. Active Talent Management (Attraction, retention, management)</li><li>3. Leadership Development (and Rotation)</li></ol> |    |
|  <b>CULTURE</b>                         | Shared values, attitudes, and behaviours that govern an organization.                       | <ol style="list-style-type: none"><li>1. Leadership Effectiveness</li><li>2. Meritocracy (Performance oriented)</li><li>3. Values Driven</li></ol>                                                            |   |
|  <b>BRAND REPUTATION</b>               | Long-term perception, trust, and credibility that a brand earns and maintains               | <ol style="list-style-type: none"><li>1. Brand Reliability</li><li>2. Social Responsibility and Impact</li><li>3. Corporate Governance and Ethics</li></ol>                                                   |  |

# BUSINESS MODEL AGILITY: Key Considerations

(Not Exhaustive)



| DIMENSION                                                                                                  | DEFINTION                                                                                                    | LEVERS                                                                                                                                                                                         | ILLUSTRATION                                                                          |
|------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  <b>CONSUMER INSIGHTS</b> | Ability to quickly detect patterns or shifts in consumer behaviour and preferences over time                 | <ol style="list-style-type: none"><li>1. Data</li><li>2. Customer engagement</li><li>3. Competitor intelligence</li></ol>                                                                      |    |
|  <b>EXPERIMENT</b>        | Ability to rapidly test new products, services, or solutions to meet evolving customer needs and preferences | <ol style="list-style-type: none"><li>1. Technology adoption/integration</li><li>2. Innovation budget</li><li>3. Experiment Structure</li><li>4. Ability to develop rapid prototypes</li></ol> |    |
|  <b>ENVIRONMENT</b>     | Ability to achieve environmental stewardship and promote positive environmental outcomes                     | <ol style="list-style-type: none"><li>1. Resource efficient operations</li><li>2. Environmental impact awareness and knowledge</li><li>3. Sustainability reporting and transparency</li></ol>  |  |

# #BuildBetter – SUSTAINABLE BUSINESS BLUEPRINT



SUSTAINABILITY  
GOAL

Your top business sustainability goal(s)

PHB STATE

| 1 | Current State (As-Is) | 2 | Desired State (To-Be) | 3 | Required Enablers |
|---|-----------------------|---|-----------------------|---|-------------------|
|---|-----------------------|---|-----------------------|---|-------------------|

|   |                                                                               |   |                                                                               |   |                                                           |
|---|-------------------------------------------------------------------------------|---|-------------------------------------------------------------------------------|---|-----------------------------------------------------------|
| P | Current state of your business performance: Financial, Operational and Growth | P | Desired state of your business performance: Financial, Operational and Growth | P | Highlight the enablers needed to get to the desired state |
|---|-------------------------------------------------------------------------------|---|-------------------------------------------------------------------------------|---|-----------------------------------------------------------|

PHB  
LEVERS

|   |                                                                  |   |                                                                   |   |                                                           |
|---|------------------------------------------------------------------|---|-------------------------------------------------------------------|---|-----------------------------------------------------------|
| H | Current state of your business health: Talent, Culture and Brand | H | Desired state of your business health : Talent, Culture and Brand | H | Highlight the enablers needed to get to the desired state |
|---|------------------------------------------------------------------|---|-------------------------------------------------------------------|---|-----------------------------------------------------------|

|   |                                                                            |   |                                                                            |   |                                                           |
|---|----------------------------------------------------------------------------|---|----------------------------------------------------------------------------|---|-----------------------------------------------------------|
| B | Current state of your business model: Consumer, Experiment and Environment | B | Desired state of your business model: Consumer, Experiment and Environment | B | Highlight the enablers needed to get to the desired state |
|---|----------------------------------------------------------------------------|---|----------------------------------------------------------------------------|---|-----------------------------------------------------------|

IMMEDIATE NEXT  
STEPS

|   |                                                                                                                               |
|---|-------------------------------------------------------------------------------------------------------------------------------|
| P | Highlight immediate next steps to enhance your business performance based on the goal(s) and desired state in the table above |
| H | Highlight immediate next steps to enhance your business health based on the goal(s) and desired state in the table above      |
| B | Highlight immediate next steps to enhance your business model based on the goal(s) and desired state in the table above       |

# #BuildBetter – SUSTAINABLE BUSINESS BLUEPRINT



SUSTAINABILITY  
GOAL

|  |
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|--|

PHB STATE

| 1 | Current State (As-Is) | 2 | Desired State (To-Be) | 3 | Required Enablers |
|---|-----------------------|---|-----------------------|---|-------------------|
|---|-----------------------|---|-----------------------|---|-------------------|

PHB  
LEVERS

|   |  |   |  |   |  |
|---|--|---|--|---|--|
| P |  | P |  | P |  |
| H |  | H |  | H |  |
| B |  | B |  | B |  |

IMMEDIATE NEXT  
STEPS

|   |  |
|---|--|
| P |  |
| H |  |
| B |  |