

# Discover Your Balance

REVOLUTIONARY ORGANIZATION DIAGNOSTIC INSTRUMENT FOR CEOS





# Clever Design

Your answer to a superior

## HEALTHY

When your results show that you are in the 'Healthy' Stage, your organization is highly motivated and low in complexity. Being 'healthy' means team members are aligned with your goals. They like coming to work and are active contributors to building your company. If you are at this stage, continue to maintain your success!

## ADEQUATE

There are small arguments, yet team members continue to stay motivated and productive. Identify the pillars that show signs of vulnerability and act on those gaps.

## UNCERTAIN

'Uncertainty' describes the state of mind of team members. They are uncertain of the organization's direction.

For example, when team members have to deal with red tape and conflicting processes, the work becomes a landmine for errors and conflicts erupt. Individuals start to draw lines. Team members begin to take more care of the red tape than the real customers.

To remedy the situation, you may create more initiatives and engage consultants in the hope of turning around the situation, but it makes matter worse.

## CHAOS

You are in a free-fall mode. The organization continues to introduce more complexity in the current workflow thinking that it will help grow the company in a structured way. Unfortunately, people are tied down to keeping in line with the system that they do not do their 'real' job. To avoid blame, different camps emerge.

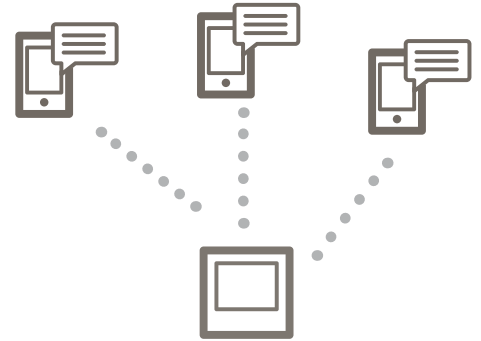
High attrition rate becomes familiar. New staff do not stay due to the negativity or finds it hard to blend in. Those who are mobile will leave the organization.

The customer feels unimportant and their needs unfulfilled. They look for alternatives products and services. The organization loses more money.

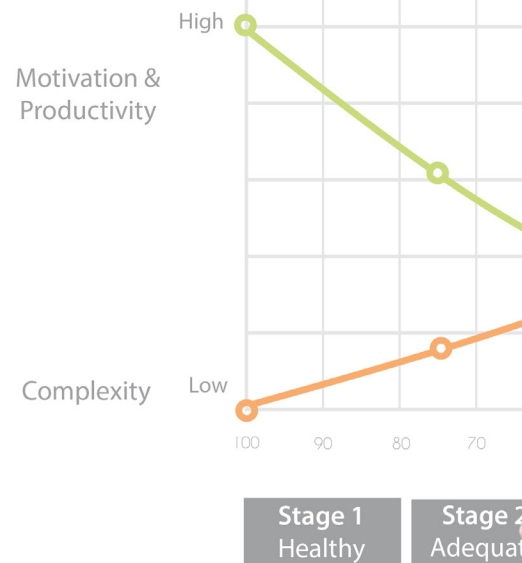
## TOXIC

The organization has lost total sight of the customer and its purpose. There is fierce infighting. Employees do the bare minimum.

Staff in the organization receive an email link to complete an online questionnaire. Responses can be completed via a smart phone.



CLOUD-BASED COMPUTING ALGORITHM  
TABULATES ENTIRE RESULTS



• View your organization health status in our unique chart

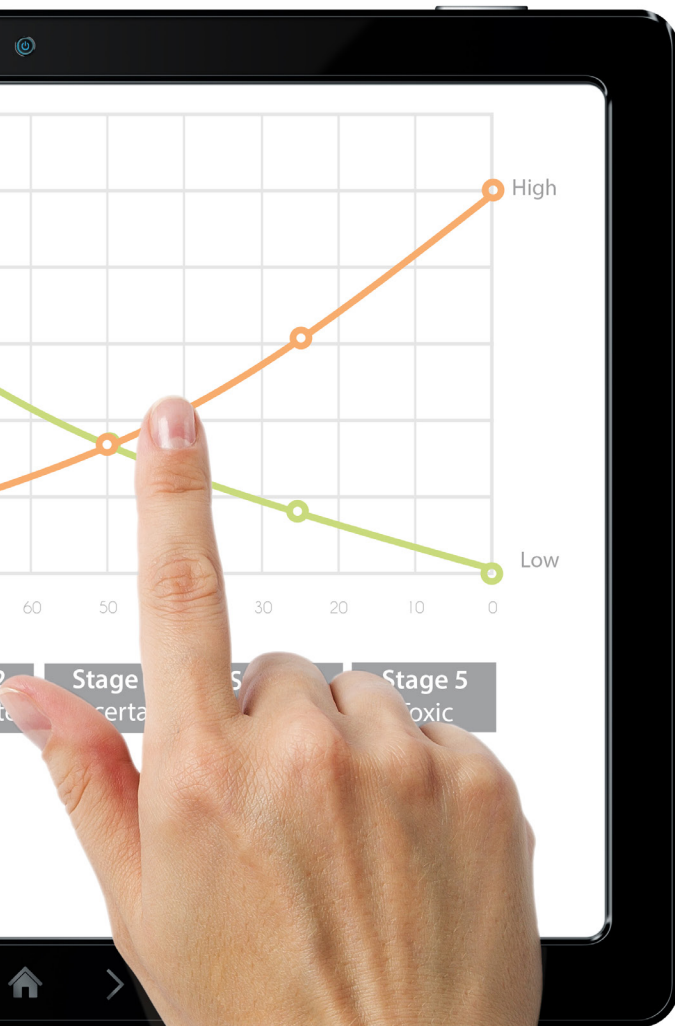
# Clever Results

organization performance



- Online questionnaire
- Use of Big Data Analytics to identify real problems
- Spectacular insights to growth issues
- Maximise the deployment of resources while improving your bottom line
- Alternative to expensive and complicated 360 surveys

• Analysis are measured in 5 key pillars →



## 1. GOAL ALIGNMENT

Effectively communicating your strategic plan isn't the same thing as ensuring alignment. Alignment means that everyone can clearly and accurately articulate how they are contributing to your master plan.

Team members are asked to rate how their colleagues are responding to the organization's goal.



## 2. WORKFLOWS AND PROCESSES

Workflows and processes are needed to achieve the organization's goals.

If workflows and processes are not understood or are ineffective, then frustrations grow amongst team members.

Team members rate if their colleagues are up-to-date in their methodologies and if any policies are creating internal conflicts.



## 3. ROLE

For a team to function effectively, each team member should have a clear picture of who is doing what, who is responsible for what, and should know the extent of his/ her authority.

Team members are asked if their roles are clear and if their colleagues have been drawing lines.



## 4. TYPE (PERSONALITY)

Team members need to trust each other.

Teams members rate how well they understand each other and if each person is competent to do their job.



## 5. LEADERSHIP

Leaders must make sure all staff understand the strategies that the group has targeted in order to meet its objectives.

Leaders are rated if they can make timely and accurate decisions.

Organizations face a predictable problem: over time, the way it operates becomes way too complicated for its good. According to Forbes.com, an average company lasts only 15 years today.

As the top management, you need an X-ray to see your problems and make precise decisions.



Developed by our R&D lab, Identi5® has been in use since 1984, helping CEOs identify troubled areas and make pre-emptive decisions on their next steps.

Identi5® can be quickly implemented throughout the organization, replacing the need to conduct expensive and cumbersome 360 feedback that yields little or no results.

Using Identi5® model as your guiding principle, you can build an organization that grows and renews itself - An Enlightened Organization. A comprehensive training and coaching program for executives supports this model so that everyone in the organization is aligned.

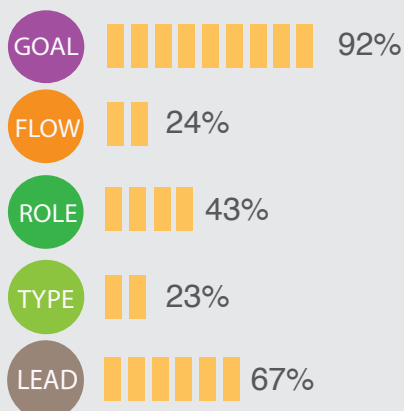
*"An amazing diagnostic instrument! Finally, CEOs know where and how to fix their companies."*

Timothy Page. CEO, Silicon Valley Start Up company

*"A quantitative insight that helps raise the important issues rather than scratching the surface. Puts any CEO who only looks at numbers to great shame."*

Mary T Whitman. CHRO, FashionXT

#### SAMPLE RESULTS



Interpreting results from a sample organization

When you complete the Organization Effectiveness Questionnaire (OEQ), your results are automated. You can select from a broad spectrum of reports to develop relevant strategies.

The insights from Identi5® shows this sample organization as strong in their **Goals** but weak in their **(Work) Flow** and **Type (Team collaboration)**. These findings mean that the team is staffed with leaders with vision but are weak in their processes and human resources procedures.

Identi5® allows the top management to deploy resources correctly by focusing on the dysfunctional while maintaining strategies that worked.

For enquiry:

**Global Success Learning Academy Sdn Bhd (1211626-A)**  
Suite 530, Level 5, Block A3, Leisure Commerce Square,  
No 9, Jalan PJS 8/9, 46150 Petaling Jaya, Selangor  
Tel: +603 - 7865 4468 | Email: [info@globalsuccesslearning.net](mailto:info@globalsuccesslearning.net)  
[www.GlobalSuccessLearning.net](http://www.GlobalSuccessLearning.net) | [www.Identi3profiling.com](http://www.Identi3profiling.com)

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