

## View from the Peak



The View from the Peak is a modified SWOT analysis that is used as a strategic planning tool. This tool uses the intelligence within a company to find solutions.

During this dynamic white-boarding activity, PEAK's consultant asks the questions, and by listening to the participants, roadblocks in the PEAK areas are discovered:

### **Performance**

Are the right people in the right position? What are the pain points associated within the organization? What type of training might the employees need to excel? Do the leaders have the right skill sets?

Are the processes in place to achieve reaching the summit? Is the leadership being creative or reactive to potential roadblocks?

Is there a strategic plan in place?

### **Evaluation**

How does the organization communicate its mission and vision to its employees? Are various forms of communication used to meet the needs of the employees? How does the company express its products and services to its consumers?

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Is the strategic plan communicated throughout the organization so that all know how to measure success? What training programs are in place?

How do the organization's consumers/customers/clients evaluate its product and services? Who is the consumer? How does the organization react to change? Are the right employees in the right position for their skill sets?

## Assessment

Does the organization's policies reflect its values? Are effective protocols in place for handling client issues? What metrics are used to track results of decisions? Does the employee manual protect the interests of the organization? Has a risk assessment been conducted?

What actionable steps are in place to implement the strategic plan? How does the organization interface with the community? With its employees? With its leaders? What is the retention rate of the organization?

How is the organization perceived by its leaders? employees? consumers/clients?

## Knowledge

Are the organization's employees and its consumers knowledgeable about the company? Can the employees easily and with pride explain to others the mission and vision of the organization?

Are the employees well trained and cross trained for their job and their unit's job requirements?

Are the leaders of the organization well trained and cross trained?

Are the employees and the leaders given opportunities for advancement? Are they encouraged to express their opinions and give feedback/suggestions?

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This exercise is a starting point – think of it as the base camp for your climb to success.

At the conclusion of this activity, PEAK Operational Strategies will work with the organization's leaders to develop a customized and actionable map that can be followed to reach the summit.