

AGOVIA

Identity Effectiveness Test

Organization Name:

In order for the identity statements of your organization to be effective, it must have certain characteristics and provide foundational information. Ask the below questions to test the strength of your identity:

1. Does it define the business effectively and clearly enough that it can be understood by employees, customers, and the market?
2. Does it provide enough information for you to identify your customers?
3. Does it provide enough information for you to understand your primary product, service, or deliverable?
4. Does it define your business philosophy and ethical standards?
5. Does it provide a high-level goal from a market perspective?
6. Is it detailed and specific enough to provide for creation of plans and effective decision making?
7. Is it clearly understood and used across the organization?
8. Is behavior based on identity? Can the actions and behaviors of the organization and the people within the organization be directly tied to elements of the identity?
9. Does the identity drive behavior? Is the identity used to generate actions, initiatives, and behaviors which define the organization?
10. Is the identity understood and visibly supported by the management team?