



BUSINESS READINESS QUESTIONNAIRE

HOW READY IS YOUR BUSINESS FOR AN EMPLOYEE NETWORK OR CUSTOMER/MEMBER COMMUNITY?

CIRCLE THE SCORE MOST APPROPRIATE TO YOUR ANSWER

SCORE

Note: The scoring is notional, simply a rough guide to help you assess your organization's readiness to embark on a social project.

1. COMPANY CULTURE

How would you describe the underlying culture of your business (the way that management treats the employees)? *[Select the most appropriate]*

- a. Inform them about what they need to know 1
- b. Inform them about what they should know business-wide 2
- c. Consult them before relevant decisions are taken 3
- d. Involve them in making decisions relevant to the employees 4
- e. Collaborate with them and encourage them to collaborate together 5
- f. Empower them to make their own decisions. 6

2. BUSINESS STRATEGIES

Does the business have strategies agreed at board level? *[Select all that apply]*

- a. Digital communications strategy 1
- b. Customer success strategy 1
- c. Reputation management strategy 1
- d. IT strategy 1
- e. Knowledge management/IP development/innovation strategy 1
- f. Transformation/change strategy 1
- g. Staff engagement strategy 1

3. PRODUCTIVITY DRIVERS

How would you describe the drivers of productivity in your business?

[Select the most appropriate]

- a. Process-driven 1
- b. Individual/competition-driven 1
- c. Results-driven 1
- d. Team-driven 1
- e. Innovation-driven 1

4. BUDGET

Who will provide the budget for the introduction and sustaining of the social network or community? *[Select the most appropriate]*

- a. I hold sufficient budget 5
- b. My manager holds the budget and supports the project 4
- c. I need to persuade other budget-holders 3
- d. The budget will need Board approval (likely) 2
- e. The budget will need Board approval (unlikely) 1

5. SOCIAL MEDIA

Which departments currently make daily use of social media channels?

[Select all that apply choice]

- a. Marketing 1
- b. Sales 1
- c. Product/service development 1
- d. Customer/member service 1
- e. Senior management team including the CEO 3



f. [OR] All of the above	9
g. None of the above	0
6. CUSTOMER COMMUNITY	
Does your business currently have an on-domain customer/member community?	
a. Yes	1
b. No	0
7. INTRANET	
Does your business currently have an intranet?	
a. One or more	1
b. No	0
8. GOVERNANCE	
Do you have governance in place to support existing social initiatives?	
a. Yes	1
b. No	0
9. PERSONAL OBJECTIVES	
Which departments' staff have online social engagement (or equivalent) built into their personal objectives? [Multiple choice]	
a. Marketing	1
b. Communications	1
c. Sales	1
d. Product/service development	1
e. Customer/member service	1
f. Senior management team	1
g. [OR] All of the above	8
h. None of the above	0
10. SOCIAL MEDIA POLICY	
Is there a social media policy that all staff are familiar with?	
a. Yes	1
b. No	0
11. CHAMPIONS	
Have you identified possible champions who could support the social network project?	
a. Yes	1
b. No	0
12. RESEARCH	
Have you researched the following?	
a. Audiences size and profile	1
b. Competitor spaces online	1
c. Your unique value perception in the eyes of your audiences	1
13. SENIOR MANAGEMENT SUPPORT	
Do you have the appropriate support from senior management for this initiative?	
a. Yes	1
b. No	0

If you have scored between **25-45 points** you're a candidate for the **fasttrack** through our **Prove** module.

If you scored anything **below 25 points** you'll need time, research and support to contribute to orientating your business towards going social and justifying investment. Explore the options at your own pace and be wary of setting expectations or deadlines with your colleagues.