



MODELS
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WA Leaders Mentoring Session - Preparatory Quiz



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Please Take This Quick, Hidden Business Strengths Quiz In Preparation For Your WA Leaders Mentoring Session

For over 25 years **Ross Crae International** has been facilitating and advising government and industry through complex strategic and organisational issues.

Simon's Models Method Consults are widely sought after by his corporate clients here in Australia, as well as by his US and UK based clients.

The selling models alone that have been created in these consults, have generated millions of dollars of sales revenue.

Our goal is to help our clients become **the most intelligent, influential and trusted businesses in their market.**

Please watch the short video below to get started. It's just 6 minutes long and is like a **bonus mentoring session** - it covers a number of ideas about business that will position your mentoring session in an entirely more powerful way!





INSTRUCTIONS

- **The Quiz** comprises your contact details and eleven quick questions – nine of which are simple rating scale type questions.
- **Don't over-think your responses.** Your first thought is what we are after. Each question should only take one to two minutes to answer.
- **The whole process will take less than 16 minutes** (including the video we hope you just watched) and it may just be the most valuable time you will spend on your business. *A little bit of preparation here, will turn your 30 minute mentoring session into at least 90 minutes of real value.*
- **Once you're done** we assemble the report in our office and will bring the report with us to your WA Leaders Mentoring Session.
- **If you have any questions** at all please contact us on +61 1300 785 464 or email us at support@modelsmethod.com

SOME KEY BACKGROUND INFORMATION

Too often business leaders jump at the next "new thing", only to be disappointed with the results.

This is usually because we are playing around at the surface of what really drives business success, looking for easy to do things that give us big, quick wins!

But we all know the truth that, there are no "easy to do, quick wins" that build a strong business foundation.

The very best businesses are built on **HIDDEN STRENGTHS.**

This Quiz is about unlocking the hidden strengths in your business.

There are two things that, more than anything else, build your hidden business strength and drive success - the quality of thinking behind the business and its ability to influence the choices others make in support of it.

This is what **The Models Method** is about - **a framework for elevated thinking and accelerated influence in business.**

Finding the hidden strength of your business, through accelerated thinking and influence, will help you position your company as the most intelligent, influential and trusted business in your niche - **out-thinking, out-selling and out-serving your market.**



* 1. First Name

* 2. Surname

* 3. Contact Details

Company

Email Address

* 4. In no more than 25 words, describe the **compelling and self-evident value** that your business creates for your customers.



* 5. **Leadership:** How effectively have you structured your business to ensure:

- Everyone is clear about the key objectives?
- All communication is fast and accurate?
- The culture and character of the organisation is exceptional?
- Everyone shows up willing to positively contribute to success?

Please use this scale on the slider below:

- **Poor** – These are not things we have deliberately thought about.
- **Average** - We're probably like everyone else - a bit hit and miss.
- **Outstanding** – These things give us a strategic advantage.

Poor Average Outstanding

The image shows a horizontal slider scale. On the left, there is a circular knob. The scale is labeled 'Poor' at the left end, 'Average' in the middle, and 'Outstanding' at the right end. At the far right end of the scale, there is a square box. The slider bar is a thick grey line.



* 6. **Discovery:** How effective and insightful is your strategic discovery process in:

- Uncovering hidden opportunities to differentiate from everyone else, through pricing, service or innovation?
- Finding opportunities to disrupt, that others have not yet seen?
- Tapping deeply into what the customers intuitively feel they want, but can't describe in words for themselves?
- Mapping out how to quickly take a concept for differentiation or disruption to market?

Please Use This Scale On The Slider Below:

- **Poor** - we don't have a discovery process.
- **Average** - We're probably like everyone else - a bit hit and miss.
- **Outstanding** - we spot opportunities to differentiate or disrupt that others just don't see and we act on them.

Poor Average Outstanding

The slider consists of a horizontal line with a circular knob on the left and a square box on the right. The knob is currently positioned at the far left, corresponding to the 'Poor' label. The line is shaded from left to right, with the left side being lighter and the right side being darker. The labels 'Poor', 'Average', and 'Outstanding' are positioned above the line at their respective points.



* 8. **Framing:** How well does your marketing tell your story, so your dream clients:

- Recognise your business as one that truly “gets them”?
- Feel like you’re speaking just to them?
- See how you’re different to everyone else they have come across in your space?
- Have a reason to get in contact, even if just out curiosity?

Please Use This Scale On The Slider Below:

- **Poor** - we don't market well, if at all.
- **Average** - we're a bit like everyone else, nothing special.
- **Outstanding** - we hit the sweet spot with our marketing messages every time.

Poor Average Outstanding

The slider consists of a horizontal line with a circular knob at the left end, labeled 'Poor', and a square box at the right end, labeled 'Outstanding'. The word 'Average' is centered above the line. The slider is currently set to the 'Poor' position.



* 9. **Facilitation:** How deliberate and powerful is your selling process in terms of:

- Authentically showing the client that they are at the centre of all that you do?
- Connecting their deepest felt needs and wants to the clear promises you make to them?
- Letting the client make their own choices all the way through while respectfully challenging their preconceptions of value?
- Arriving the client at a deep realisation that this is what they have always been looking for?

Please Use This Scale On The Slider Below:

- **Poor** - we don't have a consistent, deliberate sales process.
- **Average** - we probably sell like everyone else - a bit hit and miss.
- **Outstanding** - we understand challenge-based selling and have clear models to successfully execute it.

Poor Average Outstanding

The slider consists of a horizontal line with a circular knob on the left and a square box on the right. The knob is currently positioned at the 'Poor' end of the scale.



* 12. **Speed:** To what level do the systems and automations in your business make speed a differentiating advantage in your business, including:

- Having an unimpeded, positive flow of value, information and money through the business?
- Giving you “speed-to-market” advantages for new opportunities?
- Creating rapidly responsive experiences for clients?
- Allowing you to respond swiftly to changing circumstances?

Please Use This Scale On The Slider Below:

- **Poor** - honestly, we don't even think this way.
- **Average** - we're probably like everyone else – a bit hit and miss.
- **Outstanding** – speed and responsiveness has become a clear strategic advantage for us.

Poor Average Outstanding

The slider consists of a horizontal bar with a circular knob on the left and a square box on the right. The knob is positioned at the far left, corresponding to the 'Poor' label. The bar is shaded from left to right, with 'Average' and 'Outstanding' labels positioned above it.



* 13. **Margin:** How well controlled are the commercial margins in your business, including:

- The deliberate and strategic pricing structures you take to the market?
- Running a “healthily lean” business that is properly resourced but does not over-consume resources?
- Having a clear line of sight on the critical commercial measures for success?
- Being able to constantly adjust to circumstances from a position of facts and evidence?

Please Use This Scale On The Slider Below:

- **Poor** - we don't really manage margins this deliberately.
- **Average** - we're probably like everyone else - we watch margins but we don't control them.
- **Outstanding** - we price strategically, run healthily lean and focus on the margins that are ahead of us rather than those that are already behind us.

Poor Average Outstanding

The slider consists of a horizontal line with a circular knob at the left end, labeled 'Poor', and a square box at the right end, labeled 'Outstanding'. The word 'Average' is centered above the line. The knob is currently positioned at the 'Poor' end.



The next question is designed to shift your thinking out of the typical structured processes we get stuck in.

It is common for business leaders to state an outcome they want, when they may not have even asked the right questions in the first place.

So, let's just use the power of a great question to see if any new ideas about your business emerge.

14. What is the single most important question you have about your business today that, if you had an answer for it, would positively change everything about the business for you?