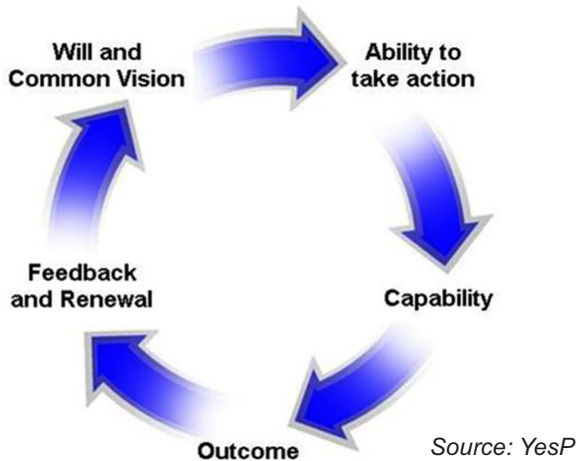


# Introducing Actum

The only measureable and quantified development tool on the market today.

Actum is a simple and effective tool to gauge your company's performance level.

## Core Elements of Performance



Each competency impacts your bottom line.

### 1. High Performing Company

Everyone is engaged in implementing business strategy. Proactive. Clear vision inspires new-thinking. Decisions are made and action is taken without unnecessary delay.

*Motto: "We want to be the best tomorrow as well"*

### 2. Average Performing Company

Business strategy does not steer the entire company – no common direction. Acts upon current situation (short-term problem solving). Occasional renewal but without clear sense of where it will take us. Content and comfortable.

*Motto: "We'll survive anyway"*

### 3. Low Performing Company

Unclear business strategy – staff do not understand their goals and their task. Reactive. "We have always done it this way" kind of thinking. No renewal. Feet-dragging.

*Motto: "If only the market would turn..."*

## Easy to understand

- Quantifiable
- Measure strengths
- Identify weaknesses
- Share observations
- Provide recommendations
- Constructive feedback

Performance Index  
Which statement in each pair best describes your own personal perception of how the company works today?

	A	B	C	D	E	F
1						
2						

Response Index  
A | I fully agree with the statement to the left.  
B | I mostly agree with the statement to the left.  
C | I partly agree with the statement to the left.  
D | I mostly agree with the statement to the right.  
E | I partly agree with the statement to the right.  
F | I fully agree with the statement to the right.

We run day-to-day business on routine and many show little concern for the future of the company as a whole.  
People are unsure of where the company is heading and what it stands for.

Submit Survey