



Leadership/Marketing Culture Worksheet

Rate your what you value in terms of your leadership and/or marketing culture in the following areas:

1= Not terribly important or never been addressed.
 5= I believe in total focus and commitment in this area.

Relationship-driven focus w/ Fin. Reps	1	2	3	4	5
Relationship-driven focus with Clients	1	2	3	4	5
Goal-oriented focus	1	2	3	4	5
Target marketing focus	1	2	3	4	5
Training/Education (for staff & financial reps.)	1	2	3	4	5
Hearing from your best customers what they want and need	1	2	3	4	5
Demonstrating appreciation/empathy	1	2	3	4	5
Community involvement	1	2	3	4	5
Positive environment/attitude	1	2	3	4	5
Importance of the experience of doing business with your firm	1	2	3	4	5
Product Innovation	1	2	3	4	5
Technical Innovation	1	2	3	4	5
Top Client Focus	1	2	3	4	5
Accountability	1	2	3	4	5
Aesthetics (physical space; attire, etc.)	1	2	3	4	5
Pricing	1	2	3	4	5
Measurable systems	1	2	3	4	5
Communication (for staff and financial reps.)	1	2	3	4	5
Importance of a formal planning culture	1	2	3	4	5
Other topics of importance:					
_____	1	2	3	4	5
_____	1	2	3	4	5



The Gallagher Group

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What three areas from the above list are the most important to address as you build a culturally-focused marketing firm?

What words come to mind when you think of what you want to be known for in your market?

What words come to mind when you think of your (parent) company's reputation?

What words come to mind when you think of your personal leadership style?

Good for you for taking the time to consider the importance of having a positive marketing culture in your professional environment. Feel free to contact Gg at 1-888-Gg-Pulse (1-888-447-8573) for more information on how to elevate, package and leverage the best aspects of your culture!