

TAKE THE TEST – IN SHAPE FOR GROWTH?

HENRIK HYLGAARD

1. PRINT OUT.
2. ANSWER ALL THE QUESTIONS HONESTLY:
1 MEANS FAR FROM IT, 5 MEANS SPOT ON.
3. ADD EVERYTHING TOGETHER. DIVIDE BY 90.

If you're close to Spot On – congratulations!

If you're closer to Far From It, feel free to call me at +4520822805

1. THE EXTRAORDINARY COMPANY

HENRIK HYLGAARD

1 - 5
LOW HIGH

1.1 Must-Have Products

Do you offer the most attractive products to a sufficiently large target group?	/ 5
Do your customers find it difficult to replace your products with competitors' products?	/ 5
Do your products contain something special that supports the brand's value proposition?	/ 5

1.2 High Team Spirit

Do employees feel a deep connection to the company's mission and values?	/ 5
Is there a strong sense of collaboration and shared success?	/ 5
Do employees go beyond their job descriptions to contribute to the company's growth?	/ 5

1.3 Operational Excellence

Are your internal processes optimized for efficiency and scalability?	/ 5
Do you consistently deliver high quality with minimal waste?	/ 5
Do you have clear KPIs and data-driven decision-making?	/ 5

1.4 Social Responsibility Role Model

Are you recognized as a responsible and sustainable company?	/ 5
Is social responsibility integrated into your company strategy?	/ 5
Are your ESG initiatives (environment, social, governance) measurable and generating meaningful results?	/ 5

2. THE UNIQUE BRAND

HENRIK HYLGAARD

1 - 5
LOW HIGH

2.1 The Preferred “Top-of-Mind” Brand

Is your brand a thought- or market-leading position in the market?

/ 5

Do customers recognize and trust your brand without hesitation?

/ 5

Do competitors look to your brand for inspiration?

/ 5

2.2 Attractive Brand Associations (Scalable Symbolism)

Is your brand value clearly communicated and easily understood?

/ 5

Do customers perceive your brand as unique and valuable?

/ 5

Do customers feel a deeper connection to your brand beyond just the product?

/ 5

2.3 Scalable and Relevant Value Proposition

Does your brand offer both functional and emotional value to customers?

/ 5

Is your value proposition clearly differentiated from your competitors'?

/ 5

Is your brand relevant across different customer segments and markets?

/ 5

2.4 Strong Fans & Brand Ambassadors

Do customers actively recommend your brand to others?

/ 5

Does your brand inspire user-generated content and organic mentions?

/ 5

Is customer loyalty translated into repeat purchases or referrals?

/ 5