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Invite your team to answer the below questions candidly. With this research, you'll be able to ascertain what consistencies and inconsistencies there may be in your team's thinking, which will allow you to get your team aligned into action!

### **State of the Union Interview Guide**

**In a few sentences, describe our organization.**

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**How does your organization service its clients or customers today?**

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**When is your organization or team at its best? Give an example.**

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**What is currently working well within the company?**

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**What are your company's current best practices?**

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**What are the most critical *gaps* our company or team needs to address?**

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**What is your ambition for our organization?**

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**If you could build your team/organization from the ground up today,  
what would you change - People, Process, Systems?**

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**What does the industry need from your organization right now?**

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**What do the internal employees need from your organization right now?**

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**Describe your organization in three descriptive words.**

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**Gift your organization future direction advice – what would it be?**

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## Focus Areas for 2023 Leadership

After working with 2500+ leaders, who lead 750k+ employees, in over a dozen countries in nearly 20 industries from social media to fashion to mining, here are the trends for leadership we saw emerge in 2022 to focus on in 2023.

### **Customer-centricity**

Understanding and meeting the needs of its customers, rather than focusing primarily on products or profit.

### **Eco-system focus**

Prioritizing the well-being of the entire multi-organizational system and not just the company.

### **Analytics and intuition**

Fully embracing the power of data and analytics in decision-making, not relying only on experience or judgment.

### **Collaborative reflex**

Proactively engaging in lateral and cross-organizational collaboration and teamwork and not working in silos.

### **Bias-to-action**

Valuing speed over perfection and not risk-minimization.

### **Learning mindset**

Engaging in experimentation and rapid-learning and not making “the perfect the enemy of the good” (or great).

### **Leader-as-enabler**

Empowering and energizing people while holding them accountable.