



Brian's Seven Questions

A management diagnostic tool for superior performance

In the hustle and bustle of business, it is easy to become distracted by short-term goals and profitability and forget the core ideas that guarantee business success.

Brian's Seven Questions is a diagnostic tool designed to help business leaders evaluate how much their people understand their organizations. The level of clarity the people in the organization have about your vision, mission and strategy will determine how effective and productive they can be.

This is an effective tool for getting everyone to pull in the same direction. It helps you understand where your people are and what you need to do to help them speak the same language with you.

It is recommended that you use this tool quarterly to evaluate the health of your business and ensure everyone is following. It is better done with all C-Suite Executives participating.

1. Do your people have a clear, comprehensive and uniform understanding of your choice of where to play in the industry?
2. Do your people understand your competitive advantage?
3. Do your people know who your right customers are?
4. Do your people know why customers should buy your products or services?
5. Can your people identify your competitors?
6. Do your people understand that every decision they make in the organization has unintended consequences?
7. Are your employees empowered to make the right decisions?

For further help on the Seven Questions kindly email questions@brianreuben.com or call +234 808 726 4420

About Brian Reuben

Brian Reuben widely acknowledged as an authority on the subject of Strategy, is an Author, Advisor to business leaders, Keynote Speaker and an entrepreneur with substantial interest in education and publishing. He is a featured speaker at business events in Nigeria and has trained and advised and mentored senior executives at several organizations including Africa Reinsurance Corporation, Department of Petroleum Resources, Globacom, UAC, United Securities Limited, BusinessDay among others.

He has been interviewed and published on newspapers and television nationally and internationally on issues relating to leadership and strategy. His publications, radio and television programs has affected people globally.

Brian has facilitated over 150 executive education, seminars and workshops for senior executives in diverse industries including agriculture, health, education, news media, telecommunications, insurance etc. He has written over two hundred articles and five books on delivering superior performance.

He is the Director of Brian Reuben Advisory International, a Strategy and Leadership training and advisory firm based in Lagos Nigeria.

