



# Corporate IQ Framework

*A management diagnostic tool for superior performance*

It takes an intelligent organization to produce superior results. Corporate Intelligence is the ability of an organisation to perceive information, and to retain it as knowledge to be applied towards adaptive behaviors within a business environment or context.

Corporate Intelligence goes beyond having Intelligent people in the organisation. An organization filled with Intelligent people can still not be Intelligent because it has not been designed to harness the potentials in it's people.

To understand the Corporate Intelligence Quotient of an organisation you will have to divide the Corporate Awareness (CAw) of the organization by the Corporate Age(CAg) of the organization and multiply by 100. The resulting figure will be the Corporate IQ of the organization. A high CIQ will result in superior performance just as a low CIQ will result in lousy performance.

To determine an organization Corporate Awareness managers should ask and answer the following questions:

1. Is the Strategy of your organization formally and properly communicated to everyone in the Organization?
2. Is the Strategy of your organization reviewed, reaffirmed and reemphasized periodically?
3. Is the mission and vision of your Organization formally and properly communicated to everyone in the Organization?
4. Is the mission and vision of the organization reviewed, reaffirmed and reemphasized periodically?
5. Does everyone in the Organization understand the relationship between their daily responsibility and the Strategic direction of the organization?
6. Do your people know your Competitors?
7. Do your people understand how policy changes and shifts in socio political and economic indices affect your organization?

For further help on the *Corporate IQ* kindly email [questions@brianreuben.com](mailto:questions@brianreuben.com) or call +234 808 726 4420

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## 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.

