



## Business Diagnostic Application (BDA)

Engaging our clients for clarity on key issues and opportunities



# Business Diagnostic Application (BDA)

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Our Business Diagnostic App has been designed to give executives a multifaceted and insightful snapshot of their organisation, illuminating areas of strength and weakness.

The App guides users through a series of reflective questions, enabling you to consider multiple aspects of your organisation. This powerful tool can give you and your team a reality check about the state of your organisation, supporting you in making the crucial decisions that will determine the shape of tomorrow.

At Internal Consulting Group, we recognise that time is a valuable resource for any executive. Our App is designed to be a time efficient and cost effective tool that offers the invaluable expertise of professional consulting services at a fraction of the time and expense.

On average, the App takes just half an hour to complete. It has been designed for use by CEOs, CFOs, GMs, MDs and other senior executives, and may be completed by an individual or an entire team. For teams, we offer a specially designed process whereby the entire data set is collated to maximise insights.

Following on from the Business Diagnostic, ICG offers a series of more comprehensive services for users wishing to understand the intricacies of their results and how best to implement improvements.

The Business Diagnostic App is an opportunity for you to see your organisation from a new perspective, and in the process you may redefine your future.

# Our process

Your financial performance indicators are telling you about your past performance, but how can you judge how well you will be doing in the future?

At Internal Consulting Group, we have seen in action the practices that enable an organisation to reach new levels of success, and we are also familiar with the issues that so often breed failure.

The Preliminary Business Diagnostic App has been designed to assess your performance across eight critical business areas (see figure below):



Based on our experience and expertise, we know that the future success of your organisation is determined by your performance in each of these eight areas.

In the App, each area is covered by ten statements, which have been methodically designed to ensure that the assessment is comprehensive and insightful. Each statement is rated on a sliding scale to deliver accurate and detailed results.

The App allows for access to professional consulting advice without the need for complex documentation or face-to-face consulting fees.

It is quick, easy to use and can be completed remotely on an iPhone, iPad or Android device.

Once you have completed the App, your results are emailed to you instantly. You will have a concrete set of data that marks the first step towards your future success.

# Key Benefits

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In addition to giving you a comprehensive understanding of your organisation's current state, the Business Diagnostic will enable you to:

- Identify areas for improvement
- Prioritise your time and resources
- Remove blind spots
- Collaborate effectively as a team by allowing open and honest contributions
- Design a roadmap for future improvements

## **Situations that may benefit from the diagnostic include:**

- For existing CEOs and executive teams, the diagnostic offers the chance to gain a holistic perspective before deciding on a future direction for the organisation
- Newly appointed CEOs and executives can assess the state of the organisation before seeking to implement changes
- In a merger between two or more entities, the diagnostic will help to identify strengths and weaknesses in each entity, allowing the new organisation to be built on the strongest foundation possible
- In situations requiring cross-functional teams, the diagnostic will help to address misalignment between teams and departments



## **INTERNAL CONSULTING GROUP**

Email [enquiries@internalconsulting.com](mailto:enquiries@internalconsulting.com) or  
visit our website at [www.internalconsulting.com](http://www.internalconsulting.com)

For more information on the business diagnostic Application  
contact your local ICG hub or reach out directly to me  
[catherine.jacob@internalconsulting.com](mailto:catherine.jacob@internalconsulting.com)