

Response scale: **1 = not important at all** **2 = not very important**
 3 = somewhat important **4 = important**
 5 = very important

Business Drivers	Rate the degree to which YOU PERSONALLY think each of the following items have been important to your company's current success and performance.
1. Commitment of our employees	
2. Cost of the product(s)	
3. Expertise of our employees	
4. Financing availability	
5. General economic conditions	
6. Help from outside specialists (lawyers, consultants, etc.)	
7. Leadership	
8. Our ability to be flexible and change quickly	
9. Our ability to control costs	
10. Our customer service	
11. Our marketing and sales expertise	
12. Our top management team	
13. Our willingness to take risks	
14. Product differentiation	
15. The company's ability to innovate	
16. The company's approach toward employees	
17. The company's strategy	
18. The company's technology	
19. The compensation program for all employees	
20. The employees	
21. The energy level of everyone who works here	
22. The executive compensation package	
23. The overall culture of the company	
24. The sense of ownership employees have in the company	
25. The sense of urgency everyone feels	
26. The structure/organization of the company	
27. The way employees are rewarded	
28. The way employees go "beyond the job" to get things done	
29. The way employees work as a team	
30. The way the company is organized	
31. The way we reward top performers	
32. Unique characteristics of our product	
33. Our technical expertise	