



# Organizational Dynamics

Use the table below to provide us with some insight into the business units, services or product groupings offered by the organization, what each contributes, and what they demand.

Identify the various business units that comprise your organization, or the key product/service grouping you offer:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_

	1	2	3	4	5	6
Rate each from 1-10 based on the total <b>revenue</b> it contributed to the top line in the past year. (5 = 50% of total revenue)						
Rate each from 1-10 based on the total revenue you <b>project</b> it will contribute in <b>3 years</b> time. (5 = 50% of total revenue)						
Rate each from 1-10 based on the <b>gross margin</b> it earns - sell price less cost of goods or materials. (1 = slim margin, 10 = very profitable.)						
Rate each from 1-10 based on the the amount of your total <b>marketing</b> activity which promoted the specific business unit. (5 = 50%)						
Rate each from 1-10 based on the the <b>administrative burden</b> each requires. (Relative to one another.)						
Rate each from 1-10 based on the the amount you <b>your time</b> each demands. (Relative to one another.)						