

Ignite Your Team's Ability to Adapt and Respond to Customer Needs.

What others have said about the SOQ process at Strategic Fuel

"Brent Schmidt at Strategic Fuel gave an informative and enlightening presentation at a recent Halton Peel C.A. Association event. I, myself, and many attendees took away a lot from the event. I, personally, saw efficiency improvements in my team and a more enjoyable, open and creative atmosphere in the office.

Brent's approach is a way for organizations of all size and dynamic to analyze their corporate climate and culture in depth. It offers proven strategic solutions for enhancements in an organization, resulting in creativity and a cohesive environment that helps us to remain competitive and grow profitability.

During the presentation, Brent offered the opportunity to critically analyze my company's corporate climate to identify where we could better the internal environment. As a result, our professionals have been stimulated, they think more creatively with regards to our internal processes function—increasing efficiency and project profitability.

I recommend to all leaders—supervisors, management and executives—to make the time to meet with Brent and his team at Strategic Fuel. You will see the results for yourself."

Andrew Brydon, CPA, CA

Senior—Assurance & Advisory
Financial Institutions at Deloitte
(with another firm at the time of
the workshop)

What is it?

Your team needs to adapt and change to customer needs. The Situational Outlook Questionnaire (SOQ) is a proven tool to facilitate this process—helping you assess the current situation and make targeted changes to the way your team thinks about and responds to customer needs.

Who is it for?

As a leader of marketing teams and/or customer-centric organizations, the SOQ is tailor-made to help you to better understand how your internal team can be more creative and innovative in their response to customer needs and opportunities.

Why is it useful?

In your fast-moving business environment, you need a quick, credible and effective way to take the pulse of the current work climate within your company. At the core of the tool, there are nine dimensions which have been identified over 50 years of research, and that shape the attitudes and behaviours of teams and organizations.

The SOQ gives you, as the leader, the specific information you need to make quick, yet powerful, changes to better adapt and respond to customer needs, and foster more creativity and innovation.

How is it applied?

The SOQ is customized to fit the unique needs of your team. After a custom assessment is set up, participants complete an online evaluation of the team or the organization as a whole. A follow-up session is held to review the findings, explore possibilities for change and determine appropriate actions to improve the working climate and customer responsiveness of the team.

Typically the process takes 6–8 weeks to complete. Buy-in is prioritized over speed throughout the process. By doing this, it allows us to take our time upfront in the process to educate the key stakeholders and to provide background information in order to build confidence in the tool.

Buy-in and shared understanding of the potential implications of making changes that come out of the SOQ experience is crucial. Without it, you can end up with another 'flavour of the month' program, with half-hearted ownership and weak implementation of changes identified during the process.

With buy-in throughout the process, you foster greater ownership, create fewer bottlenecks and allow for faster adoption of changes.

The SOQ

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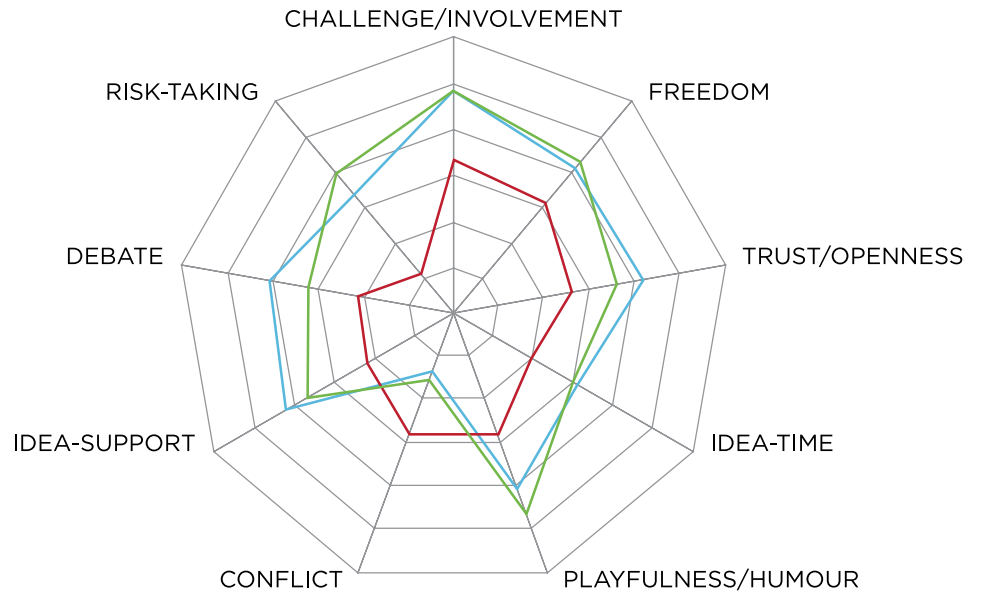
This diagram is a spider graph that illustrates one of the outputs from the SOQ process. This chart visually represents how a company overall perceives their current work environment (blue line). The company is benchmarked against organizations identified as 'innovative' or 'stagnated'. Gaps between the scores of the most innovative organizations (green line) and the company (blue line) provide a starting place to explore what is working and what isn't working within the current work environment.

SOQ Benchmark Output

INNOVATIVE ORGANIZATIONS

COMPANY OVERALL

STAGNATED ORGANIZATIONS



Now What?

If you are interested in learning more about the Situational Outlook Questionnaire and how we facilitate the process, [let's set up a conference call](#) to walk through the nine dimensions. Together we will rank your team or organization utilizing your perspective. This direct experience is the best way to get a feel for the SOQ and how you might apply it in your specific team situation.

To learn more about the SOQ please read our blog post outlining the 9 dimensions of the SOQ.