

INDUSTRY CHAMPION SCORECARD



MINDSETS		1-3	4-6	7-9	10-12	A	B
1	Deep moral conviction about industry	You believe your industry is necessary today, but agree that it should be replaced as soon as possible by an alternative industry.	You are sympathetic with many of the criticisms directed at your industry.	You think your industry does more good than harm, which motivates you to defend it when it's easy but not when it's hard.	You believe with 100% certainty that your industry is a positive force in the world that should be preserved and expanded.		
2	Unstoppable desire to make a difference	You accept the status quo and don't think anything fundamental needs to change.	You want to make a difference only when it's something that directly affects your company, and tend to resort to the same set of tactics.	You would like to make a difference and sometimes make efforts in that direction but feel it's a lot of work for not much reward.	You believe that the way your industry is viewed and treated is an unacceptable wrong and you are always trying to do something about it.		
3	Motivated by what's right	When you make decisions, your main concern is how your business and social circles will view you.	You would never do anything unethical, but you don't think ethics is very relevant to most business decisions.	You try to do what's right most of the time, but find yourself constantly torn by "practical" considerations.	You value money/recognition, but you are in your business to do great work. Values are never sacrificed to status.		
4	Early adopter	You are comfortable with the familiar and uncomfortable with the new. You resist trying new things until they become widespread.	You are skeptical of new ideas and demand full proof that they will work, even if the status quo is provably not working.	You are intrigued by new ideas but aren't fully comfortable in your ability to assess them. You feel more comfortable when others lead.	You are on the lookout for great ideas to advance your industry and when you see one you act to implement it immediately.		
5	Proactive	You are most comfortable dealing with the uncontroversial status quo and if required to deal with the new you tend to be reticent and sluggish.	You do not seek out new people and organizations to work with, and when they do show up you play "hard to get" in half-hope that they'll give up.	You like to let the other person take the lead when there is an opportunity, seeing if they can sell you.	When you see an opportunity, including a promising partner, you aggressively seek to take advantage of it.		
6	Long-term committed	If you are ever interested in changing public perception of your industry it's a momentary interest, to be abandoned in a day or week.	Changing public perception comes up occasionally and may be worth throwing a few dollars at, but that's it.	You care about public perception of the industry but there are a lot of other, more important things on your plate.	When it comes to opportunities to change public perception of your industry, you are in it for the long-term.		
7	Rapidly responsive	When dealing with partners in change, you deprioritize them and respond when you feel like it, which is rarely.	You are responsive when it seems urgent, often if ordered by a higher-up, but left to your own devices are hard to communicate with.	You try to be responsive with your partners in change but often find that other things get in the way.	You value your partners in change so you communicate quickly and reliably.		
8	Influencer	You don't see it as your job to advance new ideas.	You won't go out of your way to advance anything controversial and rarely persuade anyone of anything new.	You make some efforts to influence others in your organization or association.	You use your talents to persuade people within your organization or association to join your initiatives.		

Use this tool to assess where you are — and where want to be in championing your industry.

Rate yourself from 1-12 on each of the mindsets in Column A, then put where you'd like to be in Column B.

Email your scorecard to support@industrialprogress.net and we'll send you some of our most powerful industry champion tools.

CURRENT SCORE (A)	DESIRED SCORE (B)