

**SIMPLIFIED ORGANIZATIONAL PROFILE QUESTIONNAIRE—LEVEL 1 ONLY**  
**TENNESSEE CENTER FOR PERFORMANCE EXCELLENCE**

To ease the way for organizations that are new to the Criteria and the TNCPE Award process, we have developed a simplified Organizational Profile questionnaire for Level 1 applicants. The use of this questionnaire is optional. Level 1 applicants may use the standard Organizational Profile on pages 4-6.

Level 2, 3 and 4 applicants are not eligible to use this questionnaire and must complete the standard Organizational Profile on pages 4-6.

*(5 pages max.)*

1. What are your organization's main products or services?
  
2. What is your organization's mission or purpose?  
*(Why does your organization exist? Include vision and values if you have them.)*
  
3. How many employees do you have? How are they categorized?  
*(Categories may include skills, functional groups, type of work performed, level of experience, etc.)*

4. Who are your key customers and what are their key requirements related to buying your products/services?

**Key Customers**  
*People or organizations that buy your products/services*

**Key Requirements**  
*What customers want or need from your products/services; the factors your customers use to decide whether to buy from you or your competitors*



5. How do you communicate with your customers?
  
6. How do you communicate with your employees?
  
7. Who are your main competitors?  
*(Competitors are where your customers would go to get the products/services you sell or provide if your organization did not exist.)*
  
8. What are the principal factors that determine your success?
  
9. What are the key processes that are essential in running your business?  
*(Processes are those things you do to develop, produce, sell and service your products/services.)*
  
10. What are the key challenges your organization faces in doing business?
  
11. What are the key changes you are trying to make in the next one to three years?  
*(Some organizations refer to these as their strategic objectives.)*
  
12. How do you assess how well your organization is doing? *(These are your key measures.)*  
 How often are these measures reviewed? Who takes action based on these measures?
  
13. What are the results from last year that you are most proud of? Which results need the most improvement?