

TESTING YOUR QUOTIENT FOR EXPONENTIAL GROWTH

Note: A combination of these are necessary for conditions for exponential growth. These are **not** sufficient conditions

Human Resources and Asset Management

1. To what extent do you use full time employees vs. on demand contractors?
2. To what extent do you leverage external resources to perform business functions?
3. To what extent do you own vs. rent the assets in your organization?

Community & Crowd and engaging them

4. To what extent do you manage and interact with your Community (users, customers, partners, fans)?
5. How do you engage your Community?
6. Do you actively convert “the Crowd” (general public) into Community members?
7. To what extent do you use Gamification or Incentive Competitions?

Information & Social Enablement

8. To what extent are your products/ services information based?
9. To what extent is Social functionality and collaboration a central element of your product/ service offering?

Data & Algorithms

10. To what extent do you use algorithms and machine learning to make meaningful decisions?
11. Do you share strategic data assets internally across the company or expose them externally to your community?

Adapted from [Appendix A, Exponential Organizations: Why new organizations are ten times better, faster, and cheaper than yours](#) by Ismail, Salim; Malone, Michael S.; van Geest, Yuri.

Interfaces and Scalable Processes

12. Do you have specialized processes for managing the output of externalities (Staff on Demand, Community/Crowd)?
13. How replicable and scalable are key processes outside your core organization?

Real time Dashboards and Employee Management

14. Which metrics do you track about your organization and your product innovation portfolio? (e.g. Lean Start-up Analytics?)
15. Do you use some variant of Objectives and Key Results (OKRs) to track individual/ team performance?

Experimentation & Risk

16. Does your organization constantly optimize processes through experimentation, A/ B testing and short feedback loops? (e.g. Lean Start-up)
17. To what extent do you tolerate failure and encourage risk-taking?

Autonomy & Decentralization

18. Does your organization operate with large, hierarchical structures or small, multi-disciplinary, self-organizing teams?
19. To what extent is authority/ decision making decentralized?

Social Technologies & Social Business

20. Do you use advanced social tools for knowledge-sharing, communication, coordination and/ or collaboration (e.g. Google Drive, Asana, RedBooth, Dropbox, Yammer, Chatter, Evernote)?
21. What is the nature and focus of your organizational purpose or mission?