



JENNIFER NEELEY.

STRATEGIC ADVISORY DIAGNOSTIC

Where Is Growth Losing Trust?

A practical leadership worksheet to identify where visibility, credibility, execution and business impact have fallen out of alignment.

THE NEELEY TRUST FRAMEWORK

Influence | Integrity | Impact | Trust

BEFORE YOU BEGIN

Do not look for a perfect score.

This is not a personality test or a substitute for a full strategic review. It is a fast way to surface where senior attention may be needed before you add another tactic, vendor or hire.

01 Rate each statement

Use the 1-5 scale based on what is true today, not what the strategy document says should be true.

02 Add each dimension

Influence, Integrity, Impact and Readiness each carry a possible score of 20.

03 Notice the lowest dimension

The lowest score often reveals the constraint that more activity will not solve.

04 Choose one next move

Use the final page to identify the decision, evidence or conversation that should happen first.

A useful diagnostic should sharpen the question.

If your team has several competing explanations for the same performance problem, that disagreement is itself strategic information. Record it rather than smoothing it over.

DIMENSION 1 OF 4

Are you shaping the right perceptions?

Influence is not reach alone. It is the ability to shape how the right people understand the problem, your value and the next decision.

	1 = Not true	2 = Rarely	3 = Inconsistently	4 = Mostly	5 = Consistently
01 The audiences that matter most can clearly explain what we stand for and why it matters.	☐	☐	☐	☐	☐
	1	2	3	4	5
02 Our visibility reaches people who can act, buy, refer, approve or influence the decision.	☐	☐	☐	☐	☐
	1	2	3	4	5
03 Our strongest ideas are recognizable and consistently associated with us.	☐	☐	☐	☐	☐
	1	2	3	4	5
04 Our presence across search, social, media and direct relationships reinforces the same strategic position.	☐	☐	☐	☐	☐
	1	2	3	4	5

REFLECTION

Where are you visible but still misunderstood, overlooked or disconnected from the decision?

DIMENSION 2 OF 4

Does the experience match the promise?

Integrity is alignment between what the organization says, what it does and what stakeholders actually experience.

	1 = Not true	2 = Rarely	3 = Inconsistently	4 = Mostly	5 = Consistently
05 Our public promises match the experience clients, customers, patients or partners receive.	☐	☐	☐	☐	☐
	1	2	3	4	5
06 Leaders, teams, agencies and channels are working from the same priorities and evidence.	☐	☐	☐	☐	☐
	1	2	3	4	5
07 We can discuss gaps, uncertainty and risk without defaulting to defensiveness or spin.	☐	☐	☐	☐	☐
	1	2	3	4	5
08 Our decisions remain consistent when short-term pressure competes with long-term trust.	☐	☐	☐	☐	☐
	1	2	3	4	5

REFLECTION

Where is the organization asking the audience to believe something the experience does not yet support?

DIMENSION 3 OF 4

Can you connect activity to consequential outcomes?

Impact is the difference between motion and value. It asks whether the work changes decisions, behavior or business results.

	1 = Not true	2 = Rarely	3 = Inconsistently	4 = Mostly	5 = Consistently
09 We know which outcomes matter and can explain how current marketing or communication contributes to them.	☐	☐	☐	☐	☐
	1	2	3	4	5
10 Our dashboards distinguish useful signals from activity that merely looks busy.	☐	☐	☐	☐	☐
	1	2	3	4	5
11 We can identify what has changed because of the work, not only what was delivered.	☐	☐	☐	☐	☐
	1	2	3	4	5
12 We stop, redesign or deprioritize work when the evidence no longer supports it.	☐	☐	☐	☐	☐
	1	2	3	4	5

REFLECTION

Which highly visible activity would be hardest to defend if a senior leader asked what changed because of it?

DIMENSION 4 OF 4

Can the organization act on what it learns?

Readiness determines whether insight becomes a decision. A strong diagnosis has little value if ownership, authority or capacity remain unclear.

	1 = Not true	2 = Rarely	3 = Inconsistently	4 = Mostly	5 = Consistently
13 A named leader owns the decision this work is meant to support.	☐	☐	☐	☐	☐
	1	2	3	4	5
14 The team has enough authority, time and information to act on new evidence.	☐	☐	☐	☐	☐
	1	2	3	4	5
15 We know where outside advisory, fractional leadership or specialized execution would add value.	☐	☐	☐	☐	☐
	1	2	3	4	5
16 The next strategic decision has a real timeframe rather than an indefinite intention to revisit it.	☐	☐	☐	☐	☐
	1	2	3	4	5

REFLECTION

What is the smallest decision the organization is actually prepared to make in the next 30 days?

YOUR RESULT

Find the constraint, not a label.

DIMENSION	SCORE / 20
Influence	
Integrity	
Impact	
Readiness	
Total	____ / 80

64-80 Strong alignment

Protect what is working. Focus on the lowest individual dimension rather than chasing a higher total.

48-63 Concentrated gaps

One or two disconnects may be limiting otherwise sound work. Clarify ownership and evidence before expanding activity.

32-47 Structural disconnect

Visibility, delivery and outcomes are not reinforcing one another. A senior strategic review is likely more valuable than another tactic.

16-31 Urgent clarity needed

The organization may be operating without enough alignment to make additional spending or execution reliable.

FROM DIAGNOSIS TO DECISION

What deserves attention first?

Use this page to convert the lowest score into a focused leadership conversation. Keep the first move smaller than the entire problem.

The lowest-scoring dimension is:

The evidence we are missing is:

The decision that cannot stay vague is:

The person who needs to own the next move is:

Within 30 days, we will:

WHEN AN OUTSIDE PERSPECTIVE WOULD HELP

Bring the real situation into the room.

Jennifer Neeley works directly with leaders navigating consequential questions about growth, positioning, influence, trust, measurement and marketing leadership.

[JNDGLOBAL.COM/BOOK/](https://jndglobal.com/book/)