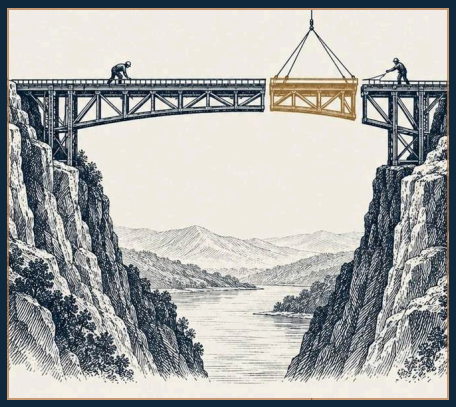
SCALEWRIGHTS / THE GAP CHECK

Why measure the Gap.

The Gap is the distance between the company your leaders intend and the company your people experience. It widens with every hire, layer and location, so it decides how far a company can scale.



ONE GAP, MEASURED AT THREE LINKS

1

Alignment Gap

LEADERS VS. LEADERS

Do we agree on the plan? The spread between your leaders' pictures of the company.

→

2

Deployment Gap

LEADERS VS. PEOPLE

Does the plan reach the front line? Leaders' forecast minus what people report.

→

3

Performance Gap

PEOPLE VS. THE IDEAL STATE

Is daily reality strong enough to perform? Points to 80% agreeing, by gate.

WHY IT CAN'T BE SEEN FROM THE TOP

95%

of employees are unaware of, or do not understand, their company's strategy (Kaplan & Norton).

83% vs. <50%

of leaders call their workforce fully engaged, against fewer than half of employees (Right Management, 2024).

23%

higher profitability in top-quartile teams than bottom-quartile teams (Gallup, 183,806 work units).

> Every company has a gap. The companies that scale are the ones that know how big it is and where it lives.

WHAT YOUR RESULTS BECOME: A PATHWAY, NOT A GRADE

Your Gap Map

All three gaps in one view, in points, with your primary gap named.

Your Gap Closure Pathway

The order to close them: top team, cascade, then each gate.

Your Gap Closure Score

At the six-month retest: the share of your Performance Gap you closed.

The Gap Check: 25 statements, about 15 minutes, anonymous, five days. From $1,500, with no annual contract. Built by Scott Kimball, PhD, an industrial-organizational psychologist.

scalewrights.com/gap-check

Sources: Kaplan & Norton, "The Office of Strategy Management," Harvard Business Review, Oct. 2005 · Right Management, The Engagement Illusion, 2024 State of Careers · Gallup, The Relationship Between Engagement at Work and Organizational Outcomes, 2024 Q12 Meta-Analysis. The ideal state is the Scalewrights standard for a strong result, not a validated cutoff.