

Jeffery David Whippo- 5-Step Framework for Company to Make Truly Objective Appraisal of Strengths & Weaknesses

This Press Release is written to inform the readers that Jeffery David Whippo has explained the five steps a company can take to make a truly objective appraisal of its strengths and weaknesses.

Los Angeles, Apr 15, 2020 (IssueWire.com) - [Jeffery David Whippo](#), a well-educated and successful business leader says that there are five steps that a company can take to ensure that they create a successful framework for making a truly objective appraisal of its strengths and weaknesses.

1. The company must recognize that the process to define strengths and weaknesses is primarily an aid to the individual manager in the accomplishment of their task.
2. It must develop lists of critical areas for the examination that are tailored to the responsibility and authority of each individual manager.
3. The business must make the measures and the criteria to be used in the evaluation of strengths as well as weaknesses explicit so that managers can make their evaluations against a common framework.
4. The business must recognize the important strategic role of defining attributes as opposed to efficiency or effectiveness.
5. There must be a clear understanding of the difference in the use of identified strengths and identified weaknesses.

Jeffery D Whippo indicates that a company must be able to look deep inside their marketing processes for making a truly objective appraisal of its own company.

About Jeffery David Whippo

Jeffery David Whippo is a professional educator and developer of people, teams, and leaders. He is a well-educated professional who has attended California Coast University, Boston University, California State Polytechnic University, Community College of the Air Force, and Citrus College. He also worked as a Combat Intelligence Specialist for the USAF for almost 4 years. He contributes to a number of charitable causes including the Jimmy Fund, Junior Diabetes, Goodwill, and American Veterans.

Jeffery is an avid learner who loves to study ancient history and psychology. He is also a veteran member of the VFW.

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Source : Jeffery David Whippo

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