

# BIG PICTURE QUICK QUIZ

Answer the following questions based on your company's performance in the most recent fiscal year. And don't look up the answers!

Acumen Learning has administered the Big Picture Quick Quiz to over one hundred thousand people. The questions were not picked at random; they are the result of research and interviews with hundreds of executives and CEOs from dozens of different industries. They reflect the areas of performance that senior leaders have on their minds and want employees to have on theirs.

QUESTION	ANSWER
.01 How much cash was on hand at year-end?	\$
.02 How much cash was generated from operations?	\$
.03 What was the total revenue (or total sales)?	\$
.04 What was the net income (net earnings, or net profit)?	\$
.05 What was the net profit (net income, or net earnings) margin?	%
.06 What was your equity ratio?	%
.07 What was your return on assets?	%
.08 By how much did total revenue grow or decline over the previous year?	%
.09 By how much did net income grow or decline over the previous year?	%
.10 By how much did EPS grow or decline over the previous year?	%

Now check your answers against any of the financial reports you have on hand. How did you do? How many questions did you get right? Do you know where to get this information?

Don't worry if you don't know the answers – you're not alone. On average people know the answers to fewer than two of these questions.

Complexity is an underlying challenge in any business, regardless of size, industry, or stage of development. Large companies, especially, have many moving parts—departments and divisions (always reorganizing), product lines (always changing), layers of management, competitive realities, unclear decision-making processes, regulatory pressure, shifting budgets, new strategies. A small problem within any single element might produce a ripple effect throughout the organization, requiring major repairs. But without knowing the true source of the difficulty (which is not always readily identifiable), we might “fix” the wrong thing as we tinker with the business.

Knowing the answers to these questions will help you cut through this complexity, get a bird's eye view of your business, and understand your specialized role within it. You'll be viewed as not only a leader, but also as a leader of the business. Someone who's trusted to make big decisions.