

ORG ASSESSMENT

LIVING WATER CONSULTING

Assess Before You Diagnose



Ash Brokerage | Weigand Construction Inc





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Electric Works | DANCER

8 to Great



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FIND OUT MORE

WHY LIVING WATER



We're a family-operated business based in the Midwest. We believe when people matter the most, organizations are healthier, strategies are smarter, and the impact is greater.

Our focus is your gain. Our goal is that your business is profitable, sustainable, and is a place where your employees are fulfilled, using their unique God-given talents and skills. We help you with clarity and focus towards your vision.

We value relationships. When we're partnered together, we don't work with your direct competitors, because we believe that a handshake is more than just ceremonial.

We know the value we can bring. We have the experience in house with great resumes in multiple industries. We believe that all companies have a need for a mentor and accountability to drive them to the next level.



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THE DREAM: A COMPANY THAT OPERATES ON ITS OWN

Maybe you feel that you're a lifetime away from a company that operates on its own? You might have seen other companies over the years that seemed to run so smoothly, your jaw dropped thinking: How do they run like a well-oiled machine? Where the heck did they find those people? What's their secret sauce? Maybe you think you could never get there, or maybe you even tried, but it felt like you were pushing a boulder up a hill. At some point, you've possibly had those moments that seemed like you did get there, then within that same week, you were dragging your hands down your face in stress.

You want off the chaos roller coaster. You've figured out how to make some money, you've spent the long nights working on the next project or stayed up late worrying about how to pay employees on Friday. Now, years later, you have confidence that you can keep the lights on, but you want to create a better version of your business. You want a business where you're in control.

You've probably created the ideal business in your head. Maybe for you it's having a great team that runs the company. Maybe it's having an amazing service or product so dialed in that customers don't call anyone else. Maybe you want to be more efficient, run like clockwork. Most likely, you want all of that. It all sounds good, and it's not out of reach.



**FROM OUR
FOUNDER**



***“YOU DON’T NEED
A LIFETIME TO
BUILD A SELF-
SUSTAINING
BUSINESS—***

***ONE THAT THRIVES
WITH YOU BUT
DOESN’T DEPEND
ON YOU. FREEDOM
COMES WHEN YOU
INVEST IN PEOPLE,
LEAD WITH
PURPOSE, AND
STREAMLINE YOUR
OPERATIONS.”***

RAISE YOUR LEADERSHIP TO NEW HEIGHTS

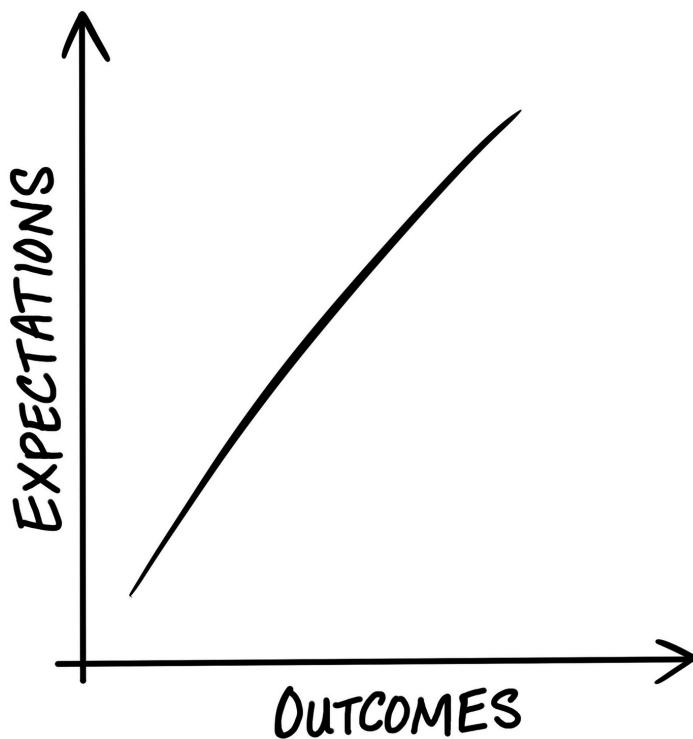
Our clients typically have built their businesses off hard work and grit. Most have anywhere from ten to hundreds of employees. They started doing what they loved or what was in demand, and before they knew it, they were making millions in revenue.

If you're like them, you found yourself saying, "There has to be a better way this time around." You're done pushing as fast as you can and seeing what sticks. This next chapter of your business, you want better. I wouldn't put this in front of you without first testing and refining it through true application with many businesses like yours.

This is different from what you've read before; I have clearly illustrated concepts (I literally sketched drawings) in simple ways that help you apply it faster. You'll have a standard to take your leadership to the next level and a practical way to implement it and start today.

There's only one thing I ask as you read further; I need you to believe you can become that leader you've always dreamed of. It is possible. But you must believe it can happen. This is called the Pygmalion effect. (That's pig-male-e-on, if you need a handicap like me.) It's a psychological phenomenon that describes how expectations can impact performance. It's based on the idea that people tend to work harder to meet high expectations. Doing the same thing that you've done for the last ten years, is not going to get you the results you want for the next ten.

The leaders that we've helped are not smarter or work harder than you, they have simply raised their expectations to new heights. They have implemented our 8 to Great framework and consistently chose to stick with it. Their outcomes have compounded over time, because they raised their expectations and believed it was possible.



HARRISON TASH

**FOUNDER OF
LIVING WATER**



8 TO GREAT

WHAT WE WORK TOWARDS TO BECOME THRIVING

The 8 to Great is our holistic framework forged from observations and refined with real businesses just like yours through our consulting work. We collected timeless principles and worked through real life applications of how each component fuels a self-sustaining business and truly gives you a unique edge. Let's break the model down a bit... The first four components are:

1. Healthy Leaders
2. Vision
3. Purpose Driven
4. Values

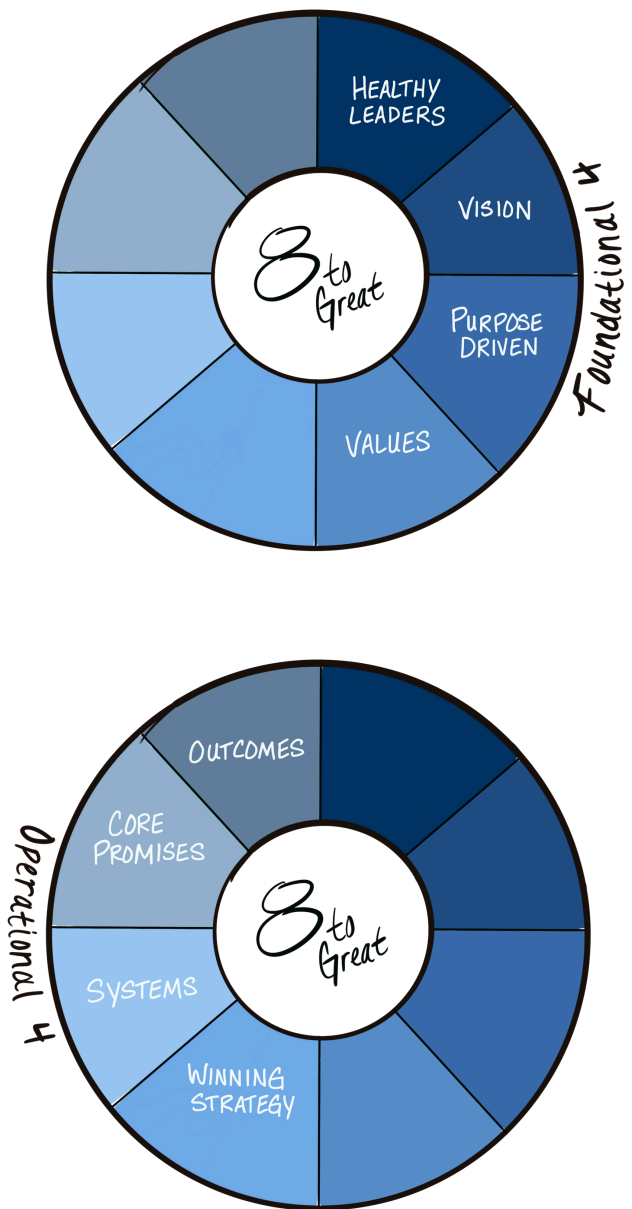
We call these the “Foundational Four,” because the second four are unsustainable if these are not integrated into the fabric of your business. To integrate the Foundational Four well, you must first believe your organization is a living, breathing organism. It needs nourished daily. Starving the organization of the Foundational Four will inevitably choke the rest of your company.

The second four are the “Operational Four”:

1. Winning Strategy
2. Systems
3. Core Promises
4. Outcomes

The Operational Four are strengthened by the Foundational Four. Life is given to the operation based on the strength of the foundation.

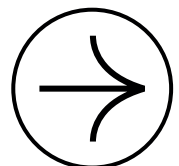
Let's give this some meat right away to help you with why this matters... we should all understand that it isn't only about the “who,” but also the “how.” It's as much about the people as it is about the process. This tricky balance is what we all have struggled with at some point in our business and leadership.



SKETCHES BY HARRISON TASH

CULTURE AS THE BY-PRODUCT

We're not just talking about your company—we're talking about something deeper. The companies that we wish to emulate likely also have something that's hard to put your finger on. Sometimes, we call this culture.



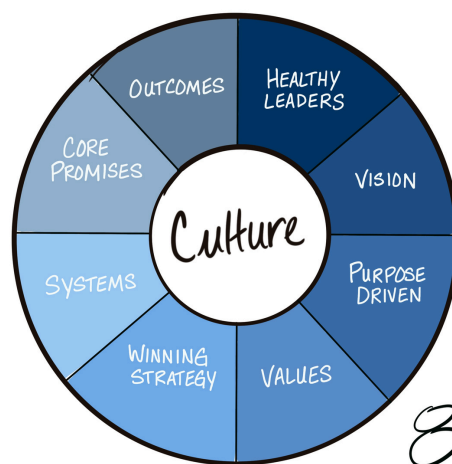
CULTURE MATTERS

Culture is the invisible force that either supercharges your growth or quietly pulls you under



There's a vital part of the 8 to Great that can be easy to overlook: culture. We want to help assess your culture. Though it's not one of the eight components, culture is the by-product of how and why you integrate them into your business. Culture is not hard to see but can be hard to define. Without a culture that attracts people, you're just another company in a sea of competitors. The sharks are real, and if you're not careful, the big sharks will take you out.

Good news though: thriving companies have something that sets them apart—they are different. They are not competing for the bottom feeders, they have a culture that people love and customers want more of. Healthy Leaders create thriving cultures. Not "bean bag chairs in the break room" type of culture, but one that is fueled on performance, likes to create and do, and where people share a vision and enjoy working next to each other. Culture is the invisible force that either supercharges your growth or quietly pulls you under.



8 to Great



STORY OF THE UNHEALTHY

“He’s the kind of manager that every business dreams of.”

Have you ever had that unstoppable high performer in your business? The one who seems to push through obstacles, and deliver results? We’ve seen many over the years, but one in particular we remember—we’ll call him Mike. He was a senior level employee with 15 years under his belt. Mike had a lot of knowledge, and the president loved him. He was relentless, the kind of guy who thrived on pressure and never backed down from a challenge. First in, last out. He played a key role in launching new initiatives that brought in big revenue. If something needed fixed, Mike was on it. If a project was failing, he’d turn it around. To those watching from the outside, he looked like the perfect leader—unstoppable, results-driven, a force to be reckoned with.

But beneath the surface, there was a different story. His team admired his work ethic but felt invisible in his shadow. They didn’t feel heard, didn’t feel valued. Mike rarely checked in unless it was about a deadline or deliverable. Meetings were one way, where Mike talked and everyone else listened. When his team spoke up, their ideas rarely gained traction. His peers barely noticed the problem because, on paper, Mike was a superstar. Even the leadership team, whether knowingly or not, seemed to ignore the cracks forming in his team.


BREAK THE CYCLE

The strangest part? This isn’t an isolated story. Over lunch one day, a friend from another company told me almost the exact same experience—different name, same problem. We’ve heard many more stories just like it from leaders over the years. Turns out, this isn’t simply a story about a high performer that doesn’t know how to lead, it’s a lesson about extremes. On one side, it’s the bulldozer, on another, the data-obsessor, or even the people-using politician. Leading is more than doing or making progress, but often we get distracted with the big “shiny” numbers and think we’re succeeding.

There’s something more to leadership than that. Leadership isn’t just about profits, making decisions, driving results, or keeping the business afloat. Too many leaders are stuck in survival mode, reacting to daily chaos rather than shaping the future. They put out fires, manage crises, and push through each day with grit.

But real leadership isn’t about managing the urgent—it’s about building something that lasts.

A real story and common problem.



“Too many leaders are stuck in survival mode, reacting to daily chaos rather than shaping the future.

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ASSESS

Assessing is about partnering with you on a journey to find your strengths and development opportunities



Every growing business hits a point where what got them here won't take them where they want to go. That's where an organizational assessment becomes not just helpful, but essential. An assessment isn't about pointing fingers or fixing what's broken—it's about partnering with you to discover where your business is strong, where it can grow, and what's standing in the way of your next level of success.

We start by looking at People, because every great business is powered by its team. We assess the health of your leadership, how your top talent is empowered, and how clear roles and expectations are across your organization. Are the right people in the right seats? Are leaders actually leading—or just surviving?

Next, we dive into your Strategy—how you plan, focus, and move toward your goals. Many businesses have a vision but no real path to get there. We help you identify whether your current strategy is actionable, measurable, and clearly understood across the company. Without a winning strategy, teams work hard but not necessarily in the same direction.

We also examine your Systems—the processes, tools, and rhythms that support your operations. This includes everything from communication flows to decision-making frameworks. Are you operating in chaos, or do you have repeatable systems that free your time and fuel consistent performance? Scalable systems are what turn good intentions into sustainable action.

Finally, we assess the Customer experience. How well do you understand who your customer is and what they truly value? Are you delivering on your promises? Are outcomes consistent across regions, departments, and touchpoints? A healthy business listens to its customers.

- PEOPLE
- STRATEGY
- SYSTEMS
- CUSTOMERS

We prioritize and focus on 3 avenues for assessing. Each one is meant to give us insight of your people and processes

OUR FOCUS

An organizational assessment is more than a process. It's a guided journey to help you see your business more clearly, strengthen your leadership, and align your people and processes with purpose. When you assess the right areas with the right lens, you gain clarity—and clarity drives confident, lasting growth.

1

1-ON-1 ENGAGEMENT

Our 1:1 interviews with key leaders give us a behind-the-scenes look at how your business is experienced from the top down. We ask intentional questions around the core components of the 8 to Great framework—vision, strategy, systems, customer relations, and more—to understand alignment, clarity, and leadership health. These conversations surface blind spots, uncover strengths, and reveal where momentum may be stalled.

2

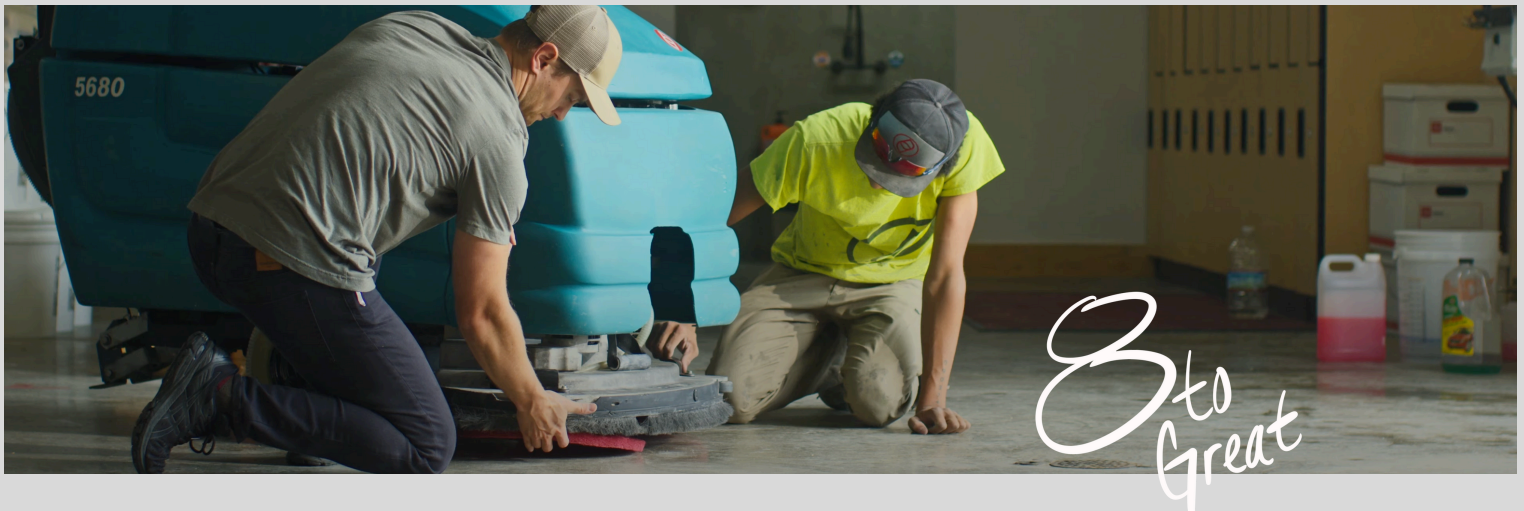
SITE VISITS & OBSERVATIONS

We don't just talk strategy—we come see it in action. During site visits, we observe how your business operates day-to-day, assess workflows, and spend time with your front-line employees. This helps us evaluate consistency between what's said and what's done. We're looking at both the mechanics and the culture to see where your systems support success and where small shifts could drive big results.

3

CUSTOMER ENGAGEMENT

To complete the picture, we connect directly with your customers. We conduct interviews with a few key clients to understand why they chose you, why they stay, and where they see the most value. These conversations offer real-time insights into what's working, where expectations are being exceeded (or missed), and how your brand is experienced in the real world.



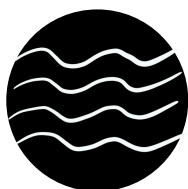
OUR PRIORITIES

We prioritize your operation over our assessment. We know you need to get to work, so we work around your employees



Priority 1

People first. We keep our communication high throughout the process; this requires that your leadership fully understands the process & how to respond when an employee wants more clarity or has questions.



Priority 2

Low disruption. We want your productivity to stay high during this time, so we take great pride in ensuring that we are concise with our questions & are timely with our process.



Priority 3

Diagnose with evidence. Just as a doctor wants to have some tangible results to ensure that the diagnosis is relevant, we too, want to ensure we aren't just using intuition. We approach our work with supporting data.

It all matters because a thriving business isn't built by accident—it's built by aligning your people, strategy, systems, and customers around a clear purpose that drives results and fuels long-term growth.



What are some starting areas that you want to concentrate on, write them down

SELF-ASSESS

- PEOPLE
- STRATEGY
- SYSTEMS
- CUSTOMERS

REFLECTIVE QUESTIONS

Are there signs of misalignment within our operations and culture?

Do our goals align with what matters most right now?

Where are we wasting time or duplicating efforts?

Are we consistently delivering on our promises?



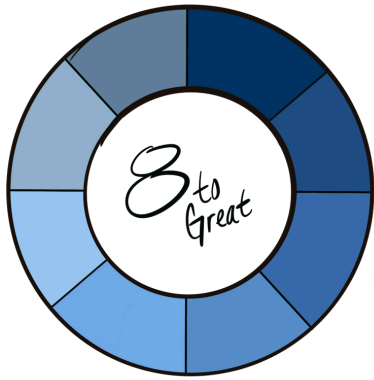
Reflecting on your current operations is one of the most powerful things you can do to move your business forward. Taking the time to step back and assess where you are—what's working and what's holding you back—creates clarity, unlocks opportunities, and helps you lead with intention. A holistic approach involves looking at four key areas: your people, your strategy, your systems, and your customers. Each area tells a story, and together they shape the long-term health of your business.

People are the lifeblood of your operation. Whether you have a small team or a growing staff, it's worth asking: Do we have the right people in the right roles? Are our leaders equipped and growing? Is the culture healthy, or are there signs of misalignment? Strong businesses invest in their people and recognize that leadership development and clear expectations are essential to scaling well.

Next, consider your strategy—your game plan for growth. Ask yourself: Is our strategy clear, and are we communicating it well? Do our goals align with what matters most right now? Are we reactive or proactive in the way we make decisions? A winning strategy keeps everyone focused and drives energy in the same direction.

Systems are how your business runs day to day. They bring consistency, repeatability, and allow you to scale. You might ask: Where are we wasting time or duplicating efforts? Do we have tools and processes that actually support our people, or are they adding friction? Well-designed systems reduce chaos and increase your team's capacity to focus on the work that matters most.

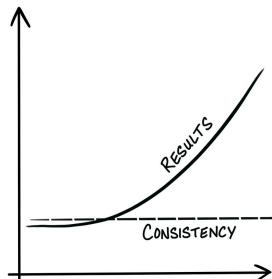
Finally, customers. They are why your business exists. Take a moment to reflect: Do we understand who our ideal customer is? Are we consistently delivering on our promises? What feedback do we hear most often—and are we acting on it? Customer insight isn't just helpful—it should drive innovation and improvement in every corner of your business. A healthy thriving business reflects regularly, asks the hard questions, and embraces change as part of the growth journey. These four areas offer a clear starting point to evaluate and elevate your operations.



FIND OUT MORE

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LET'S GET TO WORK



Join hundreds of leaders just like you
 Contact us for more resources





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