

## A Scorecard on Diversification in Business

- Do you clearly envision how diversification aligns with your company's objectives?
- Have you conducted thorough research to identify promising market opportunities for diversification?
- Have you carefully evaluated the potential risks associated with different diversification strategies?
- Have you chosen a diversification strategy (related or unrelated) that aligns with your core competencies and market opportunities?
- Do you have a plan for allocating resources (financial, human) effectively across different ventures?
- Does your leadership team possess the skills and experience to manage a diversified business?
- Have you considered how you'll integrate new ventures into your existing operations and ensure scalability?
- Does your diversification strategy create opportunities for cross-pollination of ideas and development of innovative offerings?
- Does your diversification strategy allow you to leverage your existing expertise and resources in new ventures?
- Does your company culture encourage creativity and exploration of new ideas, even within diversified ventures?
- Do your employees understand the rationale behind diversification and feel invested in its success?
- How will you foster a culture that embraces diversity (of products and people) within your company?
- Does your leadership team effectively communicate the vision and goals for diversification, inspiring employee engagement?
- Are you providing employees with the training and development needed to succeed in a diversified business environment?