

The Club Dynamics Compass™ Assessment

Evaluate alignment across True North, Leadership Alignment, Rhythm, and the Member Experience

How to Complete the Assessment

Rate each statement on a scale of 1 to 7, where 1–2 means strongly disagree / not in place, 3–4 means inconsistent / needs improvement, 5–6 means mostly aligned / working well, and 7 means fully aligned / consistently excellent.

Club	Date	First Name	Last Name	Title	Role

Start with Clarity

Use this tool individually, with a board chair or GM, or with a leadership team. Your lowest score is not a label; it is a starting point for the next best conversation.

True North — Strategy & Direction Section Score: ____ / 35

Statement	1	2	3	4	5	6	7	Notes
Our club has a clearly defined strategic direction.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Board and leadership understand and support that direction.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Major decisions are filtered through long-term priorities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Our most important goals are specific, measurable, time-keyed, and owned.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
We have a clear definition of success for the next 12–36 months.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Alignment — Governance & Leadership Section Score: ____ / 35

Statement	1	2	3	4	5	6	7	Notes
The board focuses on governance rather than day-to-day operations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
The GM, board, and leadership team have clear roles and mutual trust.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Leadership communicates consistently and constructively across departments.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Decisions are aligned, clear, and not conflicting.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
The leadership team is united around the club's most important priorities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Rhythm — Execution & Accountability Section Score: ____ / 35

Statement	1	2	3	4	5	6	7	Notes
Our club has a consistent leadership rhythm for reviewing priorities, progress, and obstacles.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Financials, KPIs, and key initiatives are reviewed regularly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Plans are translated into clear owners, deadlines, and next actions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Accountability is clear, constructive, and followed through at every level.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Departments operate with consistency while staying aligned to the larger club direction.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Experience — Member & Team WOW! Section Score: ____ / 35

Statement	1	2	3	4	5	6	7	Notes
Members consistently receive excellent service across the club.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
The club creates memorable experiences, not just transactions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Staff are engaged, equipped, and energized to serve members well.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Members actively promote, refer, and speak positively about the club.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
The member experience reflects the club's values, standards, and desired identity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Scoring Summary

Category	Score
True North — Strategy & Direction	___ / 35
Alignment — Governance & Leadership	___ / 35
Rhythm — Execution & Accountability	___ / 35
Experience — Member & Team WOW!	___ / 35
Total Score	___ / 140

Score Interpretation

115–140: Strong Alignment: Your club appears to have strong leadership clarity, consistent rhythm, and a healthy member experience. The opportunity is to protect what is working, sharpen priorities, and continue building momentum.

85–114: Solid but Inconsistent: Your club has meaningful strengths, but there may be gaps in alignment, follow-through, or experience consistency. The opportunity is to identify which category is creating the most friction and address it intentionally.

Below 85: Significant Opportunity: Your club may be experiencing misalignment, unclear priorities, inconsistent execution, or member experience gaps. The opportunity is to slow down, name the root issue, and begin a focused leadership conversation.

Dynamic SOAR Reflection

After completing the assessment, identify your lowest-scoring category and answer the following:

Strengths: What is currently working that we can build on?

Opportunities: Where is the greatest room for improvement?

Aspirations: What would strong alignment look like 12 months from now?

Results: What measurable result would show we are making progress?

Your Next Best Conversation

If True North scored lowest: Are we truly clear on where the club is going and what matters most?

If Alignment scored lowest: Are the board, GM, and leadership team operating from the same page?

If Rhythm scored lowest: Do we have a reliable cadence for follow-through, accountability, and progress?

If Experience scored lowest: Are we creating memorable moments that members notice, value, and talk about?

Want to Talk Through Your Results?

Your lowest score may reveal more than a weak spot. It may point to the area affecting the rest of the club. Club Dynamics Group helps leadership teams clarify direction, build alignment, create rhythm, and deliver memorable member experiences.