

# Capability Scorecard

Business Name: \_\_\_\_\_

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Layer & Score	Brand							Product					Channel			Sales					Your Score	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20		
	Brand Choices	Personal Brand	Brand Ladder	Who	Purpose	Asset	Bridge	Portfolio Investment (%)	Portfolio (Time)	Awareness	Leverage	Scale	Channel (%)	Experiential, Engagement	Channel Priorities (SAVYPIL)	6 Channels – focus on your top 3	L&D Product Architecture	L&D Priorities	Campaign 1	Campaign 2		
0	<b>What</b> - I understand the concept																					0
1	<b>Mindset</b> - I have shifted my mindset																					/ 20
2	<b>Design &amp; Planning</b> – I have designed and documented a plan																					/ 40
3	<b>Implementation &amp; Activation</b> – I am implementing the plan and activating into the market																					/ 60

Total / 120



## Width

20 elements to measure Capability based on capability across the end-to-end revenue system B P C S.

## Depth

Layer 0: What – this is where you have a conceptual understanding.

Layer 1: Change mindset. Unlearn to Learn to shift mindset. Getting this right can shift a business very quickly, when everyone is aligned in a business

Layer 2: Design and Planning

Layer 3: Implementation and Activation into the market

## Steps

1. Give yourself a score based on what best represents your business.

What = 0

Mindset shift = 1

Planning/Design = 2

Activation/Implementation = 3

2. Tally the score out of 120

3. Ask yourself, how does the score make you feel?

## Results analysis

The Capability scorecard is a good indicator of growth. The higher your score the more growth will come through in the future.

under 60 not a good result

60-80 can improve

80-100 an indicator the business has potential to grow in the future, worth monitoring

100-120 an indicator of good growth potential in the future, you'd look to buy



# Capability Scorecard

EXAMPLE

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Layer & Score	Brand							Product					Channel			Sales					Your Score																						
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20																							
0	What - I understand the concept																					0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
1	Mindset - I have shifted my mindset																					1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	20 / 20
2	Design & Planning – I have designed and documented a plan																					2		2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	38 / 40
3	Implementation & Activation – I am implementing the plan and activating into the market																								3	3	3												3			12 / 60	

Total 70 / 120

