

MtL Assessment of Plan Components

Organization: _____

PLAN COMPONENT	POINTS		COMMENT
	Possible	Awarded	
What the organization provides is clear.	25		
Who (by role and profile) the organization targets to serve is clear.	25		
Why those targeted choose to buy from the organization is clear.	25		
How the organization delivers what it provides is clear.	25		
How the organization generates demand for what it provides is clear.	25		
How the organization increases capacity to deliver and create demand is clear.	25		
The metrics the organization watches to know how well it is doing is clear.	25		
Who the Leadership Team counts on to do what is clear.	25		
How things going for the organization at present is clear.	25		
Why things need to change is clear.	25		
What will things look like once they have changed is clear.	25		
What is being worked on to accomplish needed change is clear.	25		
Who is in charge of doing what is needed to change and what with what resources is clear.	25		
What will be done to ensure change initiatives are successful is clear.	25		
Total	250		