

# Strategic Value Ranking Grid

## Initiatives Ranking Tool

Scale type	To consider:		
	High – 5	Low - 1	
<b>Strategic</b> Initiative will have impact on achieving core strategies including:	<ul style="list-style-type: none"> <li>• Direct support of a key strategy for current year</li> <li>• Market penetration of targeted sector</li> <li>• Market share capture/retention</li> <li>• Furthers brand building</li> <li>• Customer acquisition/retention               <ul style="list-style-type: none"> <li>◦ Transparent to customer/no inconvenience</li> </ul> </li> <li>• Confirmed customer need is addressed</li> <li>• Necessity for long term growth</li> </ul>	⇔	<ul style="list-style-type: none"> <li>• Indirect/no clear link to current strategy (could be longer term)</li> <li>• Limited research or lack of clarity on sector, product needs, etc.</li> <li>• Does not have a direct correlation to enhancing the brand</li> <li>• Maintains status quo with customers with little to no value add in additional acquisition or retention of high value customers</li> <li>• Customer need is unclear/speculative and/or addresses more general issues (versus known needs)</li> <li>• Short term oriented with little to no value in longer term/nice to have, but not critical</li> </ul>
<b>Revenue</b> Initiative will contribute directly to revenue including:	<ul style="list-style-type: none"> <li>• Known timeframe</li> <li>• Known direct link between initiative and revenue</li> <li>• Delay in initiative will have significant revenue impact</li> </ul>	⇔	<ul style="list-style-type: none"> <li>• Unknown or unclear impact on short and/or long term revenue</li> <li>• Delay in initiative has no immediate or significant revenue impact</li> <li>• Contribution to revenue is longer term &amp; more speculative at current time</li> </ul>
<b>Contribution to profit margin</b> Initiative will contribute directly to profit margin including:	<ul style="list-style-type: none"> <li>• Known timeframe</li> <li>• Known direct link between initiative and revenue</li> <li>• Delay in initiative will have significant profit implications</li> </ul>	⇔	<ul style="list-style-type: none"> <li>• Unknown or unclear impact on short and/or long term margin contribution</li> <li>• Delay in initiative has no immediate or significant contribution to margin impact</li> <li>• Contribution to margin is longer term &amp; more speculative at current time</li> </ul>
<b>End user focus/Market segments</b> Initiative will contribute directly to further definition & penetration of key market segments & targeted end users	<ul style="list-style-type: none"> <li>• Increases efforts on existing initiatives to achieve clear objectives</li> <li>• Defines new segment to be addressed based on short &amp; long term opportunity</li> <li>• Adapts organization, processes &amp; systems to a vertical market focus</li> <li>• Researches/defines efforts to address an emerging, high potential market</li> <li>• Directly addresses high impact customer need</li> </ul>	⇔	<ul style="list-style-type: none"> <li>• Addresses longer term/anticipated customer needs (more research required)</li> <li>• Customer requirements are speculative/unknown with more research required before moving forward</li> <li>• Focuses on new segment with limited data re: short and long term impact</li> <li>• Maintains organization, system or process oriented to serving markets in a manner other than vertically market focused</li> <li>• Takes action in an emerging market with limited data, unclear objectives, constrained resources</li> </ul>

	To consider:	
Scale type	High – 5	Low - 1
<b>Emerging markets deployment</b> Initiative will directly support investments made or pending	<ul style="list-style-type: none"> <li>• Leverages recent investments in target markets to achieve clear objectives</li> <li>• Takes advantage of specific activities underway</li> <li>• Has a focus on attaining higher efficiency in target markets</li> </ul>	<ul style="list-style-type: none"> <li>• Requires investments in areas outside targeted markets</li> <li>• Requires shifting resources and focus to areas not yet researched or targeted</li> <li>• Lacks resources to fully understand market need</li> <li>• Does not consider efficiency as a measure of success</li> </ul>
<b>Operational efficiency/ ongoing operations</b> Initiative clearly contributes to achieving operational efficiencies and/or is necessary for ongoing business operations	<ul style="list-style-type: none"> <li>• Contributes to enhancing operations effectiveness short &amp; long term</li> <li>• Leverages current IT tools</li> <li>• Necessary for long term growth</li> <li>• Clear owner/sponsor</li> <li>• Confirmed customer/consumer need</li> <li>• Critical to core business operations- Ongoing ops necessity</li> </ul>	<ul style="list-style-type: none"> <li>• Important, but not necessarily immediately for ongoing operations – operations can be maintained with current effort</li> <li>• Necessary for long term operational excellence, can be delayed if required</li> </ul>
<b>Brand equity</b> Initiative contributes to expanding brand equity	<ul style="list-style-type: none"> <li>• Leverages company wide marketing investment (advertising, etc.)</li> <li>• Promotes bundled sales</li> <li>• Builds on current or pending infrastructure (web, CRM, etc.)</li> <li>• Builds trust internally &amp; externally</li> </ul>	<ul style="list-style-type: none"> <li>• Disruption/inconvenience to customer</li> <li>• Does not promote higher margin sales</li> <li>• Does not promote bundled sales</li> </ul>
<b>Other considerations</b>	<ul style="list-style-type: none"> <li>• Clarity of objectives including requirements, outputs, costs &amp; revenue impact</li> <li>• Clear ownership &amp; accountability of overall initiative as well as components</li> <li>• Delay in project/initiative has immediate &amp; significant impact</li> </ul>	<ul style="list-style-type: none"> <li>• Fuzzy project requirements at present, limited research, market data, etc.</li> <li>• Unclear owner or sponsor</li> <li>• Resources not in place/new or additional resources required</li> </ul>

