

# The Right Yes Scorecard

Evaluate Growth Opportunities in 10 Minutes

Scoring Factors			
<b>Operational Fit</b> 1 : All New Capabilities Required 3 : Uses At Least Half Existing 5 : Uses Almost All Existing			
<b>Customer Fit</b> 1 : Completely New Customer 3 : Same Company, Diff. Dept. 5 : Same Customer & Budget			
<b>Economic Benefit</b> 1 : Low Margins and Low/No LTV 3 : Similar Margins + High LTV 5 : Higher Margins + High LTV			
<b>Implementation Ease</b> 1 : 6+ Months & Large Investment 3 : 3-6 Months & Moderate Investment 5 : Test Within 30, Current Resources			
<b>Strategic Importance</b> 1 : No Impact on Competitive Position 3 : Some Differentiation, Moderate Impact 5 : Competitive Moat Established			
<b>TOTAL SCORE</b>			

## SCORE INTERPRETATION

- 20-25 Points: Strong strategic opportunity – proceed with clarity and focus.
- 15-19 Points: Possible opportunity – test carefully with a pilot program first.
- Under 15 Points: Distraction – protect your focus.

## Need help evaluating your specific opportunities?

Let's map your path to strategic growth together.

Schedule a discovery call: [Click Here to Connect](#)