

## Go/No-Go Decision Making

CRITERIA	SCALE									SCORE		
	Negagive			Neutral			Positive			Us	Competitors	
	0	1	2	3	4	5	6	7	8		9	10
<b>Shared Values:</b>												
How capable is prospective client of collaboration, of supporting quality design, and making timely decisions? <i>(Revise to match company vision as needed)</i>	Does not share similar values			Shares similar values somewhat			Completely in line with our design vision and values			0	0	0
<b>Quality of Prospective Relationship:</b>												
How well known are you by the client? How well do you know the client? How well do you like the client?...and how well does the client like you?	Never met or prior problematic working relationship.			Known by this client, but just superficially			Well-developed working relationship			0	0	0
<b>Design Opportunity:</b>												
How much have you invested in learning about this project? How well do you understand what is "driving" this project?	Did not expect RFP; unprepared			Generally up-to-date with no major negatives			First hand conversations with decision makers about design intent			0	0	0
How does our technical capability compare with competitor's technical capability?	Not qualified; weak			Capable; understands the problem and can respond			Can meet/exceed every requirement; technically superior			0	0	0
How well can we prove our relevant experience?	No relevant experience			Relevant experience, but not "same as" client project			Relevant experience, at least 2 projects like the client's			0	0	0
How definitively can we prove our staff is qualified?	Limited in-house staff available			Good in-house staff available			Best in-house staff available			0	0	0
If we plan to partner, how will partnership influence selection decision?	Will dilute			Have little or no effect			Enhance the overall effort			0	0	0
How likely is it that the project will be profitable?	Poor profit potential; marginal future potential			Questionable profit & future relationship potential			Excellent profit & future work potential			0	0	0
How effectively/knowledgeably can we respond to the RFP?	Unclear understanding of problems			Understands problems and can respond			Can meet/exceed every requirement			0	0	0
How adequate are our current resources to fulfill the proposal/interview effort?	Limited resources; proposal cannot be tailored			Good resources; key sections can be tailored			Full commitment to highly tailored, custom response			0	0	0
Who are our competitors?	Competitor is strongly favored or UNKNOWN			Open competition with no strong favorite			Strongly favored over competition			0	0	0
How will our geographic presence (or distance) influence selection decision?	Poor geographic presence			Good geographic presence			Strong geographic advantage			0	0	0
How competitively can we price this project?	Must cut corners; cost share; risky.			Reasonable & competitive; reasonable risks			Honest, credible price, known limits, acceptable risks			0	0	0
Total Score for this Project									0	0	0	
Maximum Possible Score (Multiply the number of applicable factors by 10; i.e., 9 factors = 90 points possible.)									130	130	130	
<b>Interpreting the Score: If your score is greater than 75%: "Go!" If less than 75%: "No Go"</b>									0%	0%	0%	
<p><i>The scoring scale ranges from "0" (negative) to "10" (most positive). Review the descriptions and determine a score for our firm relative to competitors. Determine the maximum score possible by multiplying the number of applicable factors by 10 (i.e., 9 factors = 90 points maximum). Score at least 75% of the maximum possible for a "Go" decision.</i></p>												