### Go/No-Go Decision Making

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>SCALE</th>
<th>SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Shared Values:</strong></td>
<td></td>
<td>Us</td>
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</tbody>
</table>
| How capable is prospective client of collaboration, of supporting quality design, and making timely decisions?  
(Revise to match company vision as needed) | Does not share similar values  
Shares similar values somewhat  
Completely in line with our design vision and values | 0 | 0 | 0 |
| Quality of Prospective Relationship:                                    |                                                                                                                                                                                            | 0 | 0 | 0 |
| 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 |
| Design Opportunity:                                                      |                                                                                                                                                                                            | 0 | 0 | 0 |
| 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

**Interpreting the Score:**  
If your score is greater than 75%: “Go!”  
If less than 75%: “No Go”  
0%  
0%  
0%

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.