

Dimension	Sub-Dimension	Score (0-5)	Notes / Rationale
Market Intelligence Spring	Ideal Customer Profile Definitions	0	0 Fimographics
Market Intelligence Spring	Buyer Persona with rational/emotional keys	0	0 Including a notion for which persona creates the Marketing Qualified Lead if the buyer is a community. Not about the company, but an individual
Market Intelligence Spring	Buyer Studies	0	0 Do you know what your customers (and employees) think about you, value, and say about you if asked? Is that the same as what YOU say about yourself?
Market Intelligence Spring	Additional Product-Market Fit Substantiation	0	0 Waitlists, demonstrable demand, user data, case studies, testimonials, healthy retention or repurchase, use case documentation, etc.
Market Intelligence Spring	Competitive Awareness	0	0 Including SWOTs, Positioning, Messaging, growth plans, share of voice, and any competitive studies.
Market Intelligence Spring	Company Economic Logic and Arenas	0	0 How the company makes money, contribution margins, loss leaders, etc. and the markets you play in and those you don't and why
Market Intelligence Spring	Company Moats and Insulations	0	0 Patents, trade secrets, cultures, processes and practices
Market Intelligence Spring	Roadmap plans based in market needs	0	0 Is there a roadmap and is it informed by what the market wants, what is competitive, and likely to win share or is it ad hoc and based on internal preferences?
Market Intelligence Spring	Industry Market and Economic Data	0	0 Total Addressable Market (TAM), Serviceable Addressable Market (SAM), Serviceable Obtainable Market) defined, economic reports and outlooks, and predictive models
	Overall Market Intelligence		
Position/Message Spring	Vision & Mission Clarity	0	0 Distinct from one another, succinct, embodied in the leadership, memorable, broadly known, cultural driver
Position/Message Spring	Brand Positioning / Differentiation	0	0 Michael Moore or Gartner model with persona, product, category, competitive understanding, and unique differentiation
Position/Message Spring	Brand Identity and Assets	0	0 Defined colors, tones, types, personality, do/don't, logos, governance, trademarks filed/issued,
Position/Message Spring	Channel Strategy	0	0 Vehicles the product/services leverages goes to market are clear, effective, no overlap, contributory, incentivized, measurable...
Position/Message Spring	Pricing Strategy	0	0 Competitive, Cost-plus, Margin, value pricing, analytically driven, gut
Position/Message Spring	Budget Rationale	0	0 Competitive, Share of Revenue, Share of Budget, Growth, calculated, agreed, visible (cmosurvey.org)
Position/Message Spring	Marketing / GTM Plan	0	0 Established 12 month or rolling chart of activities per medium and campaign and channel. Measured and visible
	Overall Position/Message		
Go-To-Market Spring	Demand Gen / Campaigns	0	0 Including high value, low-risk onboarding offers if strategically relevant, digital ads accounts existing,
Go-To-Market Spring	Sales Enablement	0	0 Messages consistent, battle cards, playbooks, onboarding modules to train, call recording and coaching, collateral, case studies, demo tools, CRM utility, Incentives align, Intelligence tools...
Go-To-Market Spring	Product Marketing	0	0 Exists, is skilled, collaborative with Product Management, accountable, consistent with brand positioning and messaging, gathers win/loss data, market fit and adoption, voice of the market for this product in strategic discussions?
Go-To-Market Spring	Channel Activation	0	0 Right place, right time, right message channels in use, activated in timely manner, consistently, with optimal ROI
Go-To-Market Spring	Lead Nurturing / Lifecycle	0	0 Tools in CRM and other automations reflect the customer/consumer journey, effective at shortening the cycle without NPS damage, automated, built on insight?
Go-To-Market Spring	Sales Process Consistency	0	0 Scripts, promises, trained, contracted, on message, ...
Go-To-Market Spring	Content & Campaign Planning	0	0 Proactive, adaptive, real-time insights in use, pivotable, capacity
	Overall GTM Spring		
Team Org Structure & Roles		0	0 Marketing lead (CMO), Ops, Demand Generation, Product Marketing, Brand/Creative, Customer Marketing, plus supporting roles in HR, Legal, Sales, Finance, Product/Engineering, etc.
Team Leadership Strength		0	0 Tenure, experience, commitment, motivation, discipline, cultural fit, advocate, incentives
Team Internal Capabilities		0	0 Sufficient for current needs, free capacity, scalable, gaps?
Team Recruiting & Retention		0	0 Mature, defined, successful, measured, reasonably priced, competitive
Team Culture & Collaboration		0	0 Disagree and commit, top down, team oriented, nurturing, open, closed, nurturing, social darwinism...
Team Training & Development		0	0 Invest in team, hire to hit the ground running, intern programs, learning tools, certifications, ...
Team External Resource Use		0	0 Established vendor relationships to complement internal capabilities and scale, freelancers, fractionals, meets operational gaps? Websites, Ads, Media buying, SEO/SEM, ABM, Social Media, Influencers, Direct Marketing, Data Analyt
	Overall Team		
Technology CRM / Marketing Automation		0	0 Do you have one, does it fit your needs, is it manual or automated?
Technology Martech Stack Usage		0	0 Consistently used, include journeys, social media, all teams or just some?
Technology Attribution & Funnel Visibility		0	0 Metrics tracked across systems and one truth source, Accurate Business Intelligence broadly used, enables planning, last or first touch attribution and why, intent signal tools (hotjar, leadfeeder, etc.)
Technology Website / CMS / Digital UX		0	0 Is there a common CMS, is it administered, by a professional, is it custom, is the experience frictionless, tested, ADA tested and compliant, privacy policy, legally reviewed, ...
Technology Personalization / Engagement Tools		0	0 Ex: Optimizely, Klaviyo, Zendesk, 6sense, Customer Data Platforms, Product-led personalization (Pendo), AI agents, Video...Right message, right channel, right time, and right context?
Technology Data Quality / Hygiene		0	0 Is there a single source of truth, is the data cross-pollinated and accurate across integrated or siloed systems, is the data refreshed, is it maintained and checked for accuracy?
Technology Enablement Tools (Workflow, Sales, CS etc.)		0	0 Is work process mapped and optimized with smart tools and/or ai, are there sales personalization and insights tools, Customer Service histories and offer and pricing management for retention and cross-selling...
Technology Artificial Intelligence Strategy and Activation		0	0 In use, trying it, no clue, transforming our business and competitiveness
	Overall Technology		
Customer Experience Journey Mapping		0	0 Is the customer journey, linear or circuitous, mapped, are the different need states understood, are messages personalized for each step, is there friction, is it monitored and managed?
Customer Experience Touchpoint / Brand Consistency		0	0 Is every possible touchpoint on brand identity, do they convey the central position and message,
Customer Experience Customer Support / Service		0	0 Is it present, expert, informed, measured, is it analog or digitized, automated, AI enabled, successful, revenue contributing or a drag on NPS
Customer Experience Retention & Loyalty Programs		0	0 Churn mitigation data and programs, referral programs, incentives, cross-sell, upsell
Customer Experience Automated Feedback Loops / VOC		0	0 Is customer satisfaction, motivations, and advocacy and usage documented, automated, and used in strategic product/service development
Customer Experience Onboarding / Adoption		0	0 Do customers get the launch support they need, what is the attachment rate after purchase, is it measured and influenced, are product/service usage measured in every possible touchpoint
Customer Experience Omnichannel Experience		0	0 Are messages part of one experience that is consistent with the brand's intent or siloed and frustrating. Automated? Measured? Scaleable.
	Overall Customer Experience		
Pivot and Score Spring	Analytics & Reporting Infrastructure	0	0 Exists, one, more, used, by all, accurate,
Pivot and Score Spring	KPI / Dashboard clarity	0	0 Based in company and marketing strategy, easy to use regardless of organizational expertise
Pivot and Score Spring	Forecasting & Planning	0	0 Exists, informed by metrics, timely
Pivot and Score Spring	Customer Health / Engagement Metrics	0	0 Net Promoter Score, Satisfaction, Google stars, gathered, monitored, engaged
Pivot and Score Spring	Funnel Conversion Tracking	0	0 Benchmarked to industry and history, can enable forecasting, accurate, easy to use, visible
Pivot and Score Spring	CAC / CLTV / ROI Attribution	0	0 These or other critical metrics identified, in use, trended, optimized
Pivot and Score Spring	Marketing plan documentation	0	0 A clear plan results with targets, historicals, seasonality, product innovations, and budgets are mapped to Bought, Owned, and earned media options
	Overall Pivot and Score Spring		
Learn and Scale Spring	Operating Model	0	0 How decisions are made is clearly defined, how work flows is diagrammed and governed
Learn and Scale Spring	Performance Management	0	0 Quarterly and annual reviews are scheduled, conducted, and systems exist to incentivize changes that achieve goals
Learn and Scale Spring	Roles and Responsibilities	0	0 Clear accountability, decision making authority, and methods of tapping into the organizational/institutional knowledge exist and are fully leveraged
Learn and Scale Spring	Executive Support	0	0 CEO and leadership team model these behaviors and support them
	Overall Learn and Scale Spring		