

Summary Assessment

Date: 6/19/2008
 Company: XYZ Company

Strategist: Carter Lusher



Strategic Initiatives

	Typical	Advanced	Leading Edge
Shape Market Perception - Drive Leads	<div style="width: 100%; background-color: blue;"></div>	<div style="width: 100%; background-color: blue;"></div>	
Leverage Analyst Perceptions	<div style="width: 100%; background-color: blue;"></div>		
Arm Sales - Close Business	<div style="width: 30%; background-color: blue;"></div>		


















Operational Foundation

	Typical	Advanced	Leading Edge
Charter and Policies	<div style="width: 100%; background-color: blue;"></div>	<div style="width: 40%; background-color: blue;"></div>	
Information	<div style="width: 100%; background-color: blue;"></div>	<div style="width: 70%; background-color: blue;"></div>	
Tools	<div style="width: 100%; background-color: blue;"></div>	<div style="width: 40%; background-color: blue;"></div>	

Strategic Initiatives Assessment

		Typical	Advanced	Leading Edge
Shape Market Perceptions Drive Leads	Identify Key Analysts	████████████████████	████████████████████	████████████████████
	Plan Appropriate Interactions	████████████████████	████████████████████	████████████████████
	Communicate Effectively	████████████████████	████████████████████	
	Monitor and Measure Results	████████████████████		
Leverage Analyst Perceptions	Monitor Analyst Opinions	████████████████████	████████████████████	
	Communicate Analyst Opinions w/Marketing	████████████████████		
	Faciliate Analyst Contact With Product Mgmt	████████████████████	████████████████████	
	Communicate Analyst Opinions to Executives	████████████████████		
Arm Sales Close Business	Monitor Analyst Opinions	████████████████████	████████████████████	
	Train Sales	████████		
	Provide Timely Information	████████		
	Monitor and Measure Results	████████		

Operational Foundation Assessment

		Typical	Advanced	Leading Edge
Charter and Policies	Internal Awareness			
	Corporate Support			
	Planning and Prioritization			
	Program Management			
Information	Reference Information			
	Real-time Information			
Tools	Analyst Management			
	Program Management			
	Collaboration			
	Query and Reporting	