

Where Are We NOW?

	EARLY	SOME PROGRESS	ADVANCED	
Leadership Commitment And Engagement	Hand-wave. Lip service, but not a lot of clarity. Each leader interprets differently.	Focus on a few projects. Still reactive. Metrics don't change or accountability.	Personally engaged and willing to drive change. Falls back to traditional silo and sales priorities, but re-engage when possible.	Fully engaged and has engaged leadership team. Drives accountability hard; changes metrics, priorities. how success is defined.

Where Are We NOW?

	EARLY	SOME PROGRESS	ADVANCED	
Actions Begin Changing	Reactive Problem Solving – No Customer Value Metrics	Some zealots get it Some metrics – one off efforts	Company Engaged Beginning to bring the company around Automated a few metrics	Customer metrics defining conversations more now. Less time explaining why than how.

Where Are We NOW?

	EARLY	SOME PROGRESS	ADVANCED	
Ability to Work Cross-Functionally	Silos rule. Little interaction – metrics and motivation by functional area	Some funky task forces – not great results. Trying...but not sustainable. Silo competition exists.	Have executed a few cross-company efforts. Metrics are bringing silos together. More combined projects than prior 12 months.	We present together and key metrics are tied to outcomes. Accountability is clear and managed.