

Criteria	Poor	Fair	Good	Excellent
1. Analysis of environment (clients, funders, forces, competitors, etc.)	1	2	3	4
Notes:				

2. Value proposition i.e. using community inputs to create significant social value (change to a social problem).	1	2	3	4
Notes:				

3. Everything on the table i.e. no sacred cows?	1	2	3	4
Notes:				

4. Lateral integration i.e. is the plan accounting for finance, programs, and operations to work together effectively?	1	2	3	4
Notes:				

5. Tactical plan i.e. broader goals broken down into individual steps to get there. Does the plan allow for progress monitoring, revision, and accountability?	1	2	3	4
Notes:				

6. Bold vision for the future that inspires stakeholders.	1	2	3	4
Notes:				

My name: \_\_\_\_\_