Blackblot® PMTK

Performance Review Matrix

Company Name:	<Enter company name>
Product Name:	<Enter product name>

Date:	<Enter creation date>
Contact:	<Enter contact name>
Department:	<Enter department name>
Location:	<Enter location>
Email:	<Enter email address>
Telephone:	<Enter telephone number>

Document Revision History:

Date	Revision	Revised By	Approved By
<Enter revision	<Revision #>	<Enter your	<Enter name>

Blackblot® PMTK Performance Review Matrix

							Score	Competency
PMTK Phase	Product Planning	0	1	2	3	4	0.00	Competency
Planning	Market Requirements	Not being done	Incomplete, improperly-crafted	Complete, improperly-crafted	Incomplete, properly-crafted	Complete, properly-crafted	<Enter Score>	Customer Understanding
Planning	Use Cases	Not being done	Few personas, no scenarios	Few personas and scenarios	Most personas and scenarios	All personas and scenarios	<Enter Score>	Customer Understanding
Definition	Features Matrix	Not being done	Incomplete, no traceability	Incomplete, minimal traceability	Mostly complete, sufficient traceability	Complete, full traceability	<Enter Score>	Customer Understanding
Definition	Product Roadmap	Not being done	Unplanned, reactive, minimal	Unplanned, partially-executed	Planned, poorly-executed	Planned, well-executed	<Enter Score>	Market Opportunity
Development	Pricing Model	Not being done	No pricing strategy or model	No pricing strategy, planned-pricing model	Poorly-defined pricing strategy and model	Well-defined pricing strategy and model	<Enter Score>	Market Opportunity
Development	Product Evangelism	Not being done	Unplanned, reactive, minimal	Unplanned, partially-executed	Planned, poorly-executed	Planned, well-executed	<Enter Score>	Product Support
Maintenance	Win/Loss Analysis	Not being done	Unplanned, reactive, minimal	Unplanned, partially-executed	Planned, poorly-executed	Planned, well-executed	<Enter Score>	Product Support
Maintenance	Customer Visit	Not being done	Unplanned, reactive, minimal	Unplanned, partially-executed	Planned, poorly-executed	Planned, well-executed	<Enter Score>	Product Support
PMTK Phase	Product Marketing	0	1	2	3	4	0.00	Competency
Evaluation	Business Case	Not being done	Unplanned, reactive, minimal	Unplanned, partially-executed	Planned, poorly-executed	Planned, well-executed	<Enter Score>	Market Opportunity
Evaluation	Competitor Analysis	Not being done	Undocumented, internal opinion	Documented, internal opinion and fact	Documented, external opinion	Documented, internal and external opinion and facts	<Enter Score>	Market Opportunity
Evaluation	Product Comparison	Not being done	Undocumented, internal opinion	Documented, internal opinion and fact	Documented, external opinion	Documented, internal and external opinion and facts	<Enter Score>	Product Support
Strategy	Corporate Mission	Not being done	Obscure, hearsay	Multiple versions	Poorly-defined	Well-defined	<Enter Score>	Market Opportunity
Strategy	Product Positioning	Not being done	Obscure, hearsay	Multiple versions	Poorly-defined	Well-defined	<Enter Score>	Market Opportunity
Strategy	Sales Axioms	Not being done	Obscure, hearsay	Multiple versions	Poorly-defined	Well-defined	<Enter Score>	Customer Understanding
Strategy	PSFB	Not being done	Obscure, hearsay	Multiple versions	Poorly-defined	Well-defined	<Enter Score>	Customer Understanding
Strategy	USP	Not being done	Obscure, hearsay	Multiple versions	Poorly-defined	Well-defined	<Enter Score>	Customer Understanding
Strategy	Market Plan	Not being done	Unplanned, reactive, minimal	Unplanned, partially-executed	Planned, poorly-executed	Planned, well-executed	<Enter Score>	Product Support
Readiness	Company Profile	Not being done	Obscure, hearsay	Multiple versions	Poorly-defined	Well-defined	<Enter Score>	Product Support
Readiness	Product Backgrounder	Not being done	Obscure, hearsay	Multiple versions	Poorly-defined	Well-defined	<Enter Score>	Product Support
Readiness	Collateral Matrix	Not being done	Unplanned, reactive, minimal	Unplanned, partially-executed	Planned, poorly-executed	Planned, well-executed	<Enter Score>	Product Support
Readiness	Press Releases	Not being done	Obscure, hearsay	Multiple versions	Poorly-defined	Well-defined	<Enter Score>	Product Support
Readiness	Launch Plan	Not being done	Unplanned, reactive, minimal	Unplanned, partially-executed	Planned, poorly-executed	Planned, well-executed	<Enter Score>	Product Support
Execution	Company Presentation	Not being done	Obscure, hearsay	Multiple versions	Poorly-defined	Well-defined	<Enter Score>	Product Support
Execution	Product Presentation	Not being done	Obscure, hearsay	Multiple versions	Poorly-defined	Well-defined	<Enter Score>	Product Support
Execution	Lead Generation	Not being done	Unplanned, reactive, minimal	Unplanned, partially-executed	Planned, poorly-executed	Planned, well-executed	<Enter Score>	Product Support
Execution	Marketing Review	Not being done	Unplanned, reactive, minimal	Unplanned, partially-executed	Planned, poorly-executed	Planned, well-executed	<Enter Score>	Market Opportunity
PMTK Phase	Process Efficiency	0	1	2	3	4	0.00	Competency
People	Meeting Rules	Not being done	Seldom used, unenforced	Randomly used, unenforced	Often used, unenforced	Consistently used, enforced	<Enter Score>	Process Efficiency
People	Management by Objectives	Not being done	Seldom used, unenforced	Randomly used, unenforced	Often used, unenforced	Consistently used, enforced	<Enter Score>	Process Efficiency
Decisions	Decision Making Guidelines	Not being done	Seldom used, unenforced	Randomly used, unenforced	Often used, unenforced	Consistently used, enforced	<Enter Score>	Process Efficiency
Decisions	Sign-Off Approval	Not being done	Seldom used, unenforced	Randomly used, unenforced	Often used, unenforced	Consistently used, enforced	<Enter Score>	Process Efficiency
Deliverables	Generic Templates	Not being done	Seldom used, unenforced	Randomly used, unenforced	Often used, unenforced	Consistently used, enforced	<Enter Score>	Process Efficiency
Deliverables	Bundle Book	Not being done	Seldom used, unenforced	Randomly used, unenforced	Often used, unenforced	Consistently used, enforced	<Enter Score>	Process Efficiency
Measurement	Gap Analysis	Not being done	Unplanned, reactive, minimal	Unplanned, partially-executed	Planned, poorly-executed	Planned, well-executed	<Enter Score>	Process Efficiency
Measurement	Performance Review	Not being done	Unplanned, reactive, minimal	Unplanned, partially executed	Planned, poorly-executed	Planned, well-executed	<Enter Score>	Process Efficiency

Competency	Average Score	Merit	Appraisal
Market Opportunity	0.00	---	---
Customer Understanding	0.00	---	---
Product Support	0.00	---	---
Process Efficiency	0.00	---	---
PMTK Performance Index	0.00	---	---

Performance Bar	3.00

Blackblot® PMTK Performance Review Matrix

PMTK Performance Review Matrix
1. Determine the desired PMTK performance index and average level. Enter number into the "Performance Bar" field.
2. Enter the appropriate scores into the score column. Score range is zero to four.
3. All scores, averages and indexes under the performance bar are formatted in red color, and action should be taken so they improve.
4. Note the comments assigned to key cells and column headings.

Competencies Being Measured			
Market	Customer Understanding	Product Support	Process Efficiency

Score	Merit	Assessment
4	Excellent	Exceeds Requirements
3	Good	Meets Requirements
2	Intermediate	Needs Improvement
1	Poor	Unsatisfactory
0	Fail	Consider Reorganization

Blackblot Product Manager's Toolkit®   www.blackblot.com