

Blackblot PMTK Performance Review Matrix - V. 4.0

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
	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
	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
	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
	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
	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
	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
	Product Positioning	Not being done	Obscure, hearsay	Multiple versions	Poorly-defined	Well-defined	<Enter Score>	Market Opportunity
	Sales Axioms	Not being done	Obscure, hearsay	Multiple versions	Poorly-defined	Well-defined	<Enter Score>	Customer Understanding
	PSFB	Not being done	Obscure, hearsay	Multiple versions	Poorly-defined	Well-defined	<Enter Score>	Customer Understanding
	USP	Not being done	Obscure, hearsay	Multiple versions	Poorly-defined	Well-defined	<Enter Score>	Customer Understanding
	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
	Product Backgrounder	Not being done	Obscure, hearsay	Multiple versions	Poorly-defined	Well-defined	<Enter Score>	Product Support
	Collateral Matrix	Not being done	Unplanned, reactive, minimal	Unplanned, partially-executed	Planned, poorly-executed	Planned, well-executed	<Enter Score>	Product Support
	Press Releases	Not being done	Obscure, hearsay	Multiple versions	Poorly-defined	Well-defined	<Enter Score>	Product Support
	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
	Product Presentation	Not being done	Obscure, hearsay	Multiple versions	Poorly-defined	Well-defined	<Enter Score>	Product Support
	Lead Generation	Not being done	Unplanned, reactive, minimal	Unplanned, partially-executed	Planned, poorly-executed	Planned, well-executed	<Enter Score>	Product Support
	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
	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
	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
	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
	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	---	---
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Performance Bar	3.00
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