STRATEGIC REVIEW

VETTING FEASIBILITY : Simple Pass/Fail Test

After an idea leaves the concept stage and long before it goes into planning (let alone implementation),
there must be a window to validate (aka 'vet') its feasibility.
This exercise ensures the project aligns with business goals, offers relevant and meaningful
value to customers, and has growth potential and sustainability.

Proposed Project :_____

1.	yes	no	DOES … the project/product/need align with our strategic goals?
			> does it easily fit into and support the business portfolio

2.	yes	no	DOES … the project/need advance our mission and complement existing products/services?
			> seek input from people who have strengths in that area

3.	yes	no	DOES … the project/need offer meaningful value to our customers?
			> business drivers: what need(s) does it fill? Researched, or perceived?

4.	yes	no	CAN … the project/need be achieved and sustained with reasonable effort?
			> what is its lifecycle and ROI? How do we define 'reasonable effort'?

5.	yes	no	CAN … external marketing risks be strategically resolved?
			> is it competitive? How does it stay competitive? How easy is it for buyer's to substitute?

6.	yes	no	DO … we have a launch plan to bring development smoothly into operations?
			> get options; seek input from people who have strengths in these areas

7.	yes	no	CAN … we make [this] ourselves and control features, reliability and costs?
			> If not, what are the complications of losing this control long term?

Bonus #1	yes	no	CAN … we control its quality (end-to-end and throughout lifecycle)?
			> If so, what is needed to control quality?

Bonus #2	yes	no	ARE … the internal impacts and risks of [this] identified and addressed?
			> priorities subordinated; human and facility capacity assessed; technology and training available

SCORING

Assessing your pass/fail score depends on how you weigh your worksheet results. If this product/need is critical to business success, a NO answer to #7 may indicate reexamining a "buy it" decision, and even the project itself. Bonus #2 should weigh double in your deliberations.

If you have worked out #7 and Bonus #2, then, typically, the deal-breaker would be more than one NO across 3, 4 & 5. BUT, it can happen that a feature is a critical need or best-practice that is approved, regardless of outcome, to prevent a risk. Even then, this exercise is a good practice as it begins to define the specifications (the approved specs & details is called 'scope').

Questions? Need help building this business case? Just us know!