

Offering Readiness Scorecard

Decide whether a capability is ready to be sold as an offering, or is still a group of people billed by the hour.

One page, one capability. Fill it with the person who would own the offering and the person who would sell it — twenty minutes, not a workshop.

SCORE EACH ROW

0 No evidence

1 A hypothesis

2 Some evidence

3 Strong evidence

WHAT YOU ARE JUDGING	STRONG LOOKS LIKE	SCORE
Named problem Is there a client problem this solves, stated in the client's words?	The problem is written down the way a client would say it.	
Funded buyer Who sponsors this, and who signs for it?	User, sponsor and budget holder named separately.	
Fixed scope Can you say what is in, and what is deliberately out?	Both lists exist, and the exclusions are specific.	
Repeatability Could you deliver it again without redesigning the engagement?	It has been delivered more than once the same way.	
Delivery beyond one expert Does it survive if your best person is unavailable?	A standard exists and others have delivered to it.	
Named owner Who owns this offering's positioning, roadmap and performance?	One person, not a committee or a function.	
Commercial form How is it bought — and does the price hold without a bespoke estimate?	A commercial shape exists and has been quoted.	
Proof What can you show a sceptical buyer?	A result, described at a level you are allowed to share.	
Difference Why would a client buy this from you rather than anyone else?	A reason that survives being said out loud to a competitor.	
Measurable outcome What changes for the client, and against what baseline?	A measure and a starting point are both named.	
		Total

— HOW TO READ IT

24–30

Sellable. Put a name on it, publish it, and hold it to a measure.

15–23

Productize. The substance is there; scope, ownership and commercial form are not.

7–14

Still a capability. Useful, not yet buyable — decide whether it is worth the work.

0–6

Not an offering. It is a skill some of your people have.

A low score is not a verdict on the work — only on how buyable it is today. The rows scoring 0 or 1 are your roadmap.