

# Upside Element Assessments

The estimated improvement percentages you expect the upside element to produce..

Budget figures can be in monetary amounts or just relative values, like H-M-L for now,

Rate the chances of actually realizing each upside element's estimated gains. Use 0 for "slam dunk;" 9 for "long shot,"

The upside elements.

For more on the element, see Chapter...

### Changes in

### Characteristics

Upside Element	Chap.	Average Price (%)	Units Sold (%)	Unit Cost of Sales (%)	Other Variable Costs (%)	Fixed Costs (%)	Expense Budget	Capital Budget	Risk	Likelihood	Available Management time	Product Development
Create Zealous Customers	2	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Knock-'Em-Dead Value Propositions	3	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Compelling Brand Promise	4	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Create <i>I Want That!</i> , and the Sale	5	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Pricing Captures the Whole Market	6	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Deftly Manage Costs	7	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Detect and Seize Plum Opportunities	8	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Player in Growing Hungry Markets	9	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
High Profit/Growth Business Design	10	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Product/Service Design to Die For	11	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Fabulous Customer Experiences	11	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Create/Strengthen "Hit-Record" Machine	11	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
New Solutions to Worthy Problems	12	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Leverage Our Assets	13	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Optimize Product, Brand & Business Portfolios	13	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Hone Supply Chain	13	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Responsive Demand Chain	13	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Marketing & Sales, Working as One	13	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Offer Superior Quality	13	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
Well-Crafted Business Processes	13	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____

Rate risk on a scale, such as 0 (none) to 9 (extreme risk), with individual, or aggregate limits.

Here we've listed two common business resources that are often in short supply. (You can add others...) Enter the approximate percentage of the resource that pursuing the upside element will require.

