

Noble Ark Ventures Business Assessment Tool

This tool is designed to evaluate firm competency in the critical areas of **brand, positioning, team, products and services, market awareness, business development and organizational engagement**. It is not intended as a formal diagnostic. Submit a request to review your assessment via a complimentary one-on-one session at www.noblearkventures.com.

1	2	3	4	5
Non-Existent	Rudimentary	Check the box	Adequate	Mastery
Not in place; Negative for our business; Hasn't been formally reviewed /updated in more than 10 years if it exists at all	Below standards; Inconsistent application; Harming our efforts; Hasn't been formally reviewed /updated in more than 5 years	Tool is in place but subpar implementation; Occasional focus; Not adding value; Hasn't been reviewed/updated in more than 3 years	Meeting Expectations; Relatively Consistent; Regular usage; Adding Value; Has been reviewed within the past 2 years	Exceeding Expectations; Driving Meaningful Results; Consistently Applied; Has been reviewed within the past 12 months

Description

Description	1	2	3	4	5
Brand: Visuals & Usage: Logo, Design, Colors, Imagery, Style Guide					
Core Messaging: Unique selling proposition: Mission statement, key words, themes, guiding principles					
Story: Firm positioning, description and differentiators articulation					
Elevator Pitch: Succinct and consistent firm description on that results in next steps					
Team Profile: Number of resources; strength of resources, integration and allocation of resources					
Offering(s) (Products and/or Services) Product/service profile; terms and conditions, track record, differentiators					
Team Profile: Number of resources; strength of resources, integration and allocation of resources					
Competitive Landscape Updated broad profile of top 10 competitors; product structures/highlights, strengths and weaknesses, differences					
Target Prospect Identification Clarity on prospect profile, priorities, attributes, expectations, buy and sell criteria, location and access points					

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	Prospect Pipeline (Definition, CRM & Data Usage) Prospect identification; prospect mapping; CRM architecture and nomenclature, pipeline reporting				
Content Library Complete, written content library including FAQs, DDQ/RFI template, all core messaging					
Thought Leadership Firm development and distribution of industry relevant thought leadership					
Core Collateral Common collateral for business development efforts including brochures, profiles, presentations, updates, commentary, thought leadership					
Firm Website Firm URL(s); prospect and client user experience, engagement, analytics					
Digital Framework Application, content and usage of multiple media sources including firm website, social media, video/audio engagement tools, digital connectivity/user experience					
Firm Presentation Team delivery of firm presentation, individual skills regarding presentation delivery in person and/or online					
Ongoing Outreach Editorial and events calendar to drive ongoing communications					
Resource Management Internal v. External resource usage, team productivity, internal meeting efficiency, data analytics and activity reporting					

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Description	1	2	3	4	5
Firm Presence Firm market footprint, active presence and engagement of market across all mediums, including website					
Team Engagement Team interactions, cross sell success, cultural competence, mentoring					
Culture Current profile of organization, impact, ESG, diversity statements					
Strategic Growth Plan Clear vision, documented objectives, team awareness, support and accountability					
Executive Leadership Current and future leadership engagement and effectiveness					

Analyzing Your Results

Score Below 60

Score of 60-85

Score of 85-110

Hmmm....
Your firm
needs a reset

Meh....
Your firm is
not maximizing its
opportunity set

Hooray!
Your firm is fully
engaged in its business
development efforts

What's Next?

Prioritize areas that can be addressed internally, applying resources accordingly. Consider engaging additional resources to get the firm in contention to win. A full game plan is needed.

Take time to revisit all areas, with a focus on any scores of 3 or less. Consider implementing a structured plan to address each area, engaging the team (and external resources) around the most efficient solutions. Targeted improvements are needed.

You have taken time to ensure resources are working together effectively to grow market share. Consider revisiting any areas that earned an assessment score of 4 or less to see how the organization can improve. Strategic planning for growth is encouraged.

Need some help with a particular area to get the firm's vision on track? Not sure where to begin? Noble Ark is here to help.

Submit a request to review the firm's completed assessment via a complimentary one-on-one session at www.noblearkventures.com.