

BOOKENDS SCALEABILITY ASSESSMENT

Decide where you are currently placed and then decide on where you need to be to achieve your scale goal, i.e., where you need to be within the next 12–36 months. Score them 1–5 to indicate the level for each area.

SCORING

- 1 Don't know / Non-existent
- 2 Poor
- 3 OK
- 4 Good
- 5 Scale Ready

SECTION

CHECKLIST

SECTION	CHECKLIST	Score Now	Score at Scale Goal	Gap
Value Creators	1 — Do you know how existing value creation roles will change as you scale?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value Creators	2 — Do you need new Value Creators as you scale?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value Consumers	3 — Do you know how existing Value Consumer roles will change as you scale?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value Consumers	4 — Do you know how many new Value Consumers you are aiming to reach for your scale goal?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value Consumers	5 — Do you know how many new Value Consumers you aim to reach when you are at full scale (your scale vision)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value Captors	6 — Do you know how existing value capture role needs will change as you scale?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value Captors	7 — Will there be new entities that will need to capture value?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value Captors	8 — Can all the entities who are seeking to capture value be able to capture the value that they are looking for?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	9 — Other outstanding gaps?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Totals		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>