

Go / No Go Decision Scoring Chart

Relevant Factors		Factoring Scoring Scale			Score
		NEGATIVE (0-1 POINTS)	NEUTRAL (2 POINTS)	POSITIVE (3 POINTS)	
Required	Are we known by the Owner/Decision-Maker?	Unknown to this Owner/Decision-Maker (0 points)	Known by Owner/Decision-Maker, but not fully cultivated	Well-developed working relationship to Owner/Decision-Maker	
	Is this the first we have heard of the project? Was it on our "Top 10" List?	Did not know about the project until RFQ/RFP came out; unprepared (0 points)	Project was known or on Top 10 List but no pre-sale meeting with Owner/Decision-Maker	Project was on Top 10 List; waiting on RFQ/RFP; Capture plan for this project completed	
Quals	Do we meet the qualifications of the RFQ for portfolio and team?	Capable (1 point)	Can meet or exceed every requirement	Technically Superior – in our sweet spot; very competitive	
	Does marketing have adequate time to prepare a tailored submission?	One week or less to due date (0 points)	Two weeks or less to due date	Over 2 weeks to due date	

Tally the total score:

- **10–12 points = Go** – Strong opportunity with solid relationships, prep, and qualifications.
- **7–10 points = Maybe** – Needs Studio/Practice Leader review before proceeding.
- **Below 7 = No-Go** – Low strategic value or poor positioning; better to focus elsewhere.

Tip

Be honest in scoring—this tool is meant to drive clarity, not force consensus. Also, consider known gaps such as lack of local expertise, missing capture plans, or tight turnaround times. These can reduce our competitiveness even if the score is.