

The BreakAway Move Evaluator™



Worksheet Purpose:

List all of the top BreakAway Move ideas and score them quantitatively to select the best option.

BreakAway Move Requirement:

To qualify as a BreakAway Move, each idea has to have a significant impact on revenue in the next 1 - 3 years.

Does the BreakAway Move.....			Idea A	Idea B	Idea C
Growth	Meet or exceed revenue targets	10 High - 1 Low			
Energy	Support the Core Values	10 High - 1 Low			
	Support the Core Purpose	10 High - 1 Low			
	Accelerate the Epic Win	10 High - 1 Low			
Time	Minimize exec team time	10 Low - 1 High			
	Minimize company staff time	10 Low - 1 High			
	Leverage people currently in place	10 High - 1 Low			
	Leverage capabilities currently in place	10 High - 1 Low			
Money	Minimize size of initial investment	10 Low - 1 High			
	Create vs use cash during growth	10 High - 1 Low			
	Profitability impact Net Income	10 High - 1 Low			
Total Score			0	0	0
Highest Score Wins!					

Hint: Having a healthy debate with your team how to rank each attribute is where the real value is in this exercise. The winner will become clear even without the scoring.

Hint: Is an attribute missing from the list for your company? Add it!