



Before you fund it, can you answer these 10 questions?

Assessment Question	Ready	Needs Evidence	Material Gap
BUSINESS VALUE			
Can we clearly state the business outcome this investment is intended to improve?	☐	☐	☐
Do we know how value will be measured and what level of improvement would justify the investment?	☐	☐	☐
DECISION CLARITY			
Are we comparing the right paths: buy, build, pilot, defer, or fix readiness first?	☐	☐	☐
Do we know what evidence or change in conditions would materially change the decision?	☐	☐	☐
DATA & TECHNICAL READINESS			
Are the required data, systems, integrations, security requirements and technical capabilities understood?	☐	☐	☐
Are the most important technical dependencies and constraints known and owned?	☐	☐	☐
OPERATING OWNERSHIP			
Is there a named business owner accountable for adoption and business results?	☐	☐	☐
Is responsibility clear across business, analytics and technology after implementation?	☐	☐	☐
ADOPTION & EXECUTION RISK			
Have the workflow, process and behavioural changes required for adoption been considered?	☐	☐	☐
Do we have the capacity, governance and stakeholder commitment required to implement and sustain the investment?	☐	☐	☐

Ready: Build the business case and compare the investment options.
Needs Evidence: Resolve the critical assumptions before committing resources.
Material Gaps: Address readiness before buying, building or scaling.