

# EVALUATION

**EVALUATION** is the process of determining the initial alignment of an idea with the business's ability to actually implement and commercialise that idea. There is little point in taking an idea forward if it is doomed to failure at the outset because the business does not have the wherewithal needed to make it a success.

Evaluation depends to a degree on the idea, but generally there needs to be alignment with the:

**Market Opportunity** - the perceived gap or unfulfilled customer demand

**Vision & Goals** - where the business is aiming to be in the future

**Objectives** - the stated targets for growth and other key objectives

**Potential Gains** - building value in the business

**Strategies** - the approach the business is taking to achieve its objectives

**Leadership & Management** - the knowledge & skills to manage idea development

**Workforce** - the people and skills needed to work on the idea

**Physical Resources** - premises, plant and machinery

**Headroom** - the availability of spare management & workforce time and resources

**Financial Resources** - the ability to invest or raise the required investment

The strategic alignment between the perceived commercial opportunity from the new idea with the ambitions of the business and its strategies and capabilities to develop and deliver are critically important to understand.

**Example Activities:** GrowthMapper™ online self assessment tool, SWOT analysis, PESTLE, MASC™ Strategic Alignment and Financial / Investment Readiness review tools.

STAGE 2 OF 5

For further information call:  
02476 236406 or email:  
businesssolutions@cueltd.co.uk  
www.cuebusinesssolutions.com

CUE Business Solutions  
TechnoCentre  
Puma Way  
Coventry  
CV1 2TT