

# BIG BET LEADERSHIP PRE-FLIGHT SCORECARD

IN FORMULATING OR LEADING YOUR BIG BET, THIS IS THE ESSENTIAL SCORECARD TO  
CREATE CLARITY, MAINTAIN VELOCITY, & PRIORITIZE RISK AND VALUE.

SCORE EACH ITEM ON A RANGE FROM **1** (NON-EXISTENT), **2** (WEAK), **3** (INCONSISTENT), **4** (EXECUTES) TO **5** (EXPERT)

<input type="checkbox"/>	COHERENT DEFINITION OF THE HIGH-VALUE PROBLEM STATEMENT	<input type="checkbox"/>	CLEAR KILLER FEATURE HYPOTHESIS
<input type="checkbox"/>	A COMPELLING & CONSISTENT FUTURE STATE VALUE PROPOSITION	<input type="checkbox"/>	ENUMERATED REQUIRED HIGH-RISK OPERATING CAPABILITIES
<input type="checkbox"/>	COMPELLING FINANCIAL CASE WITH EXPLAINED CRITICAL COMPONENTS	<input type="checkbox"/>	A PATH TO COST MODEL ADVANTAGE AND TOP COSTS TO CONTROL
<input type="checkbox"/>	REVERSE ENGINEERED LEARNINGS & COMPETITIVE INTELLIGENCE	<input type="checkbox"/>	A FLYWHEEL MODEL DEFINING THE THEORY OF CHANGE TO FUTURE STATE
<input type="checkbox"/>	DEDICATED LEADER AND TEAM WITH CRITICAL SKILLS	<input type="checkbox"/>	PARTNERS, VENDORS AND POLICIES SETUP TO "GET TO YES"
<input type="checkbox"/>	TECHNOLOGY & DATA ENVIRONMENT PLANNED FOR FAST PROTOTYPING	<input type="checkbox"/>	EXECUTIVE & TEAM INCENTIVES ALIGNED FOR BIG BET SUCCESS
<input type="checkbox"/>	A STACK-RANKED LIST OF HYPOTHESES; "WHAT WOULD NEED TO BE TRUE?"	<input type="checkbox"/>	EXPERIMENT BACKLOG + ROADMAP OUTLINING SEQUENCE OF TESTS
<input type="checkbox"/>	COMS DEFINED TO ACCELERATE RISK AND DEFER COMMITMENTS	<input type="checkbox"/>	TRAINED EXECUTIVES TO BE "ON-POINT" FOR COMMUNICATIONS
<input type="checkbox"/>	BIG BET TEAM CULTURE OF BUILDING, ACCOUNTABILITY AND VALIDATION	<input type="checkbox"/>	DECISION MAKING FRAMEWORK EMPOWERING TEAM
<input type="checkbox"/>	PRESSURE TEST AND PROOF POINT MINDSET TO GOVERNANCE	<input type="checkbox"/>	KEY KILL, PIVOT OR CONTINUE DECISION MAKING HYGIENE
<input type="checkbox"/>	VALUE-ADDED SCENARIO ANALYSIS DRIVING ALIGNMENT	<input type="checkbox"/>	EXEC STAKEHOLDER ALIGNMENT AND UNDERSTANDING OF CRITICAL POINTS
<input type="checkbox"/>	MECHANISMS TO THINK BIG AND MAINTAIN UPSIDE AMBITION	<input type="checkbox"/>	TEAM STATUS CULTURE FEATURING THE BAD NEWS AND ISSUES
<input type="checkbox"/>	DEDICATED "THINK BIG" MEETING CADENCE	<input type="checkbox"/>	ADVISOR BOARD BRINGING INDEPENDENT EXPERTISE

IT MIGHT SEEM LIKE HAVING A GOOD AVERAGE SCORE IS THE GOAL. INCORRECT!  
EVERYTHING ON THE SCORECARD MUST BE A "4" OR "5". THE STAKES ARE TOO HIGH.



GET THE FULL SCORECARD,  
FRAMEWORKS & AI-INFUSED SOLUTIONS  
[WWW.BIGBETLEADERSHIP.COM](http://WWW.BIGBETLEADERSHIP.COM)

