

Impact Evaluation Tool

Instructions: Assign a value to each consideration in the positive or negative columns as appropriate and total in the last column. Positive values should be one (1) to ten (10) with ten being highest. Negative values should be minus one (-1) to minus ten (-10) with minus ten being most negative and highest risk. Zeros are neutral.

Considerations	Might Include the following:	Positive	Negative	Evaluation Total
They like you.	Personal leadership, working style, ethics, expertise, formal/informal political relationships etc.			
They like the people in your company.	Community, diversity, expertise, sharing, networking, loyalty etc.			
They like the company.	Culture, ethics, reach, products/services, vision/mission, area/region served, facilities, branding, brand, systems, tools			
They can meet their objectives through you.	Business needs, growth, training opportunity, future state, marketing, partnership, performance, other goals, fulfillment etc.			
The value proposition is fair and attractive.	Compensation, price, benefits, cost/benefit, ease, complexity, environment, tools, needed products and services, dependencies, etc.			
Impact	What would be the impact to your business if this person or account was lost.			
Life Circumstance	Age, health, family requirements, influence of a significant person, financial issues, life requirements, motivation, personal requirements, emotional elements, social status and or dependencies, resiliency, willingness to adapt, change or learn etc.			

Total Risk - Impact Evaluation - The total value assigned for all considerations above.