

Review the scoring guide

This scoring guide is designed to assess the strengths and weaknesses of each Cornerstone in your business model. The best score possible is a 10. The weakest score is a 1. Consider what each score means before you start the scoring exercise.

Score	Scoring Guide
1	<i>We consistently do much worse than competition in all aspects</i>
2	<i>We consistently do much worse than competition in several aspects that profoundly hurt results</i>
3	<i>We consistently do much worse than competition in a few aspects that profoundly hurt results</i>
4	<i>We usually match the competition but sometimes do worse in a few aspects that profoundly hurt results</i>
5	<i>We usually match the competition – there is no meaningful difference</i>
6	<i>We usually match the competition – and sometimes do better to a small degree</i>
7	<i>We consistently match the competition and sometimes do better to a small degree</i>
8	<i>We consistently match the competition and sometimes do better to a significant degree</i>
9	<i>We consistently perform better than competition, often to a significant degree</i>
10	<i>We consistently perform better than competition to an extreme degree</i>