

PROJECT FEASIBILITY GUIDE

QUESTIONS/CRITERIA	ANSWER			DISCUSSION
	YES	NO	NOT SURE	
A. The Problem/Opportunity				
1. Is the perceived need the “real” need?				
2. Is there a clear Results Gap?				
3. Is this the “right” Gap to be working on?				
4. Is the Results Gap tied to a Strategic Issue or Critical Business Issue?				
5. Is the Gap significant enough to assure an adequate ROI?				
6. Is the Gap significant enough to assure implementation of recommended changes?				
7. Will it be possible to measure the closing of the Gap?				
8. Will we be able to demonstrate that the Gap in results has been closed?				
B. The Client				
1. Does Client management agree with the “real” need? With the Results Gap to be closed?				
2. Does Client management agree on the value of closing this Gap at this time?				
3. Does Client management have a bias toward a particular solution or approach that is contrary to our likely solution set and approach?				
4. Is Client management supportive of our approach to this project?				
5. Will the Client management provide the necessary Leadership, resources and support to make the project a success?				
6. Have we identified the individual CLIENT who assumes accountability for closing this Gap in results?				
7. Do we have the “right” Client?				
8. Is the Client organization ready for the level of change required to close the Gap?				
C. The Project Environment				
1. Are the constraints on conducting this project acceptable?				
2. Are the risks to a successful project acceptable?				
3. Is the organization sufficiently stable to support a successful project?				
4. Is the organization “culture” supportive of a project such as this?				

I - FEASIBILITY QUESTIONS (Continued)				
QUESTION/CRITERIA	ANSWER			DISCUSSION
	YES	NO	NOT SURE	
D. Project Design				
1. Do we have a sufficient understanding of the Performance Anatomy associated with the Gap?				
2. Do we have a good hypothesis as to the cause of the Gap?				
3. Is the scope of the project sufficient to close the identified Gap?				
4. Will we have access to the data and people necessary to test our hypotheses and close the Gap?				
E. Us				
1. Do we have the capability and capacity to successfully complete this project in an acceptable time frame?				
2. Can we get the business with a reasonable amount of effort?				
3. Will this project yield our target margins?				
4. Are we likely to be able to use this client, by name, as a reference for future work?				
5. Are we likely to learn something we can use elsewhere?				
6. Is it likely that this project will lead to other business with this client?				

II - CONCLUSIONS			
QUESTION	ANSWER		COMMENT
	YES	NO	
1. Is there the potential to make a difference?			
2. Is there a reasonable chance we will be successful at making a difference?			
3. Is there a reasonable chance we can obtain this business?			

III - PROPOSAL DECISION	
DECISION	COMMENT
____ "YES"	(No explanation necessary.)
____ "YES, BUT...."	(Explain concerns and proposed actions to reduce risks.)
____ "NO"	(Why?)