Benchmark against the best.

Topic _____

Date _____

Fill in the four references. Agree what each label means before you score. Unknown is not the same as bad.
Tip Do not average into one score.

DIMENSION and what good looks like	YOUR WORK _____	STRONG SISTER BRAND _____	CATEGORY LEADER _____	BEST OUTSIDE YOUR CATEGORY _____
Content Usefulness and relevance	○○○○	○○○○	○○○○	○○○○
Form Craft and recognisability	○○○○	○○○○	○○○○	○○○○
Maturity Repeatable process and learning	○○○○	○○○○	○○○○	○○○○
Distribution Reaching the right audience	○○○○	○○○○	○○○○	○○○○
Platform A useful, connected experience	○○○○	○○○○	○○○○	○○○○

Labels: one filled circle = basic, two = on par, three = good, four = sets the bar. Write ? when you do not know.

One improvement _____ **Owner** _____ **Review** _____