

CATEGORY LEADERSHIP SCORECARD



Six things worth looking at. Score each one, then start with the answer you least enjoyed giving.
Scored charitably this is a wasted afternoon. Scored honestly it tells you where the money is going.

01 NARRATIVE OWNERSHIP

Whose words are you using?

YOUR SCORE

1	2	3	4	5	6	7	8	9	10
1-3 Feature focused			4-7 Outcome oriented			8-10 Distinctly yours			

02 DIGITAL FOOTPRINT

What does the market find?

YOUR SCORE

1	2	3	4	5	6	7	8	9	10
1-3 Fragmented presence			4-7 Credible presence			8-10 Authoritative footprint			

03 SIGNAL DENSITY

How often do you turn up?

YOUR SCORE

1	2	3	4	5	6	7	8	9	10
1-3 Sporadic presence			4-7 Consistent visibility			8-10 Omnipresent signal			

04 BRAND CONSISTENCY

Do you look and sound like the same company?

YOUR SCORE

1	2	3	4	5	6	7	8	9	10
1-3 Patchwork brand			4-7 Recognisable brand			8-10 Unmistakable brand			

05 CONVERSION CLARITY

How much explaining does the first call need?

YOUR SCORE

1	2	3	4	5	6	7	8	9	10
1-3 Unclear value			4-7 Explained advantage			8-10 Immediate understanding			

06 INFLUENCE INFRASTRUCTURE

What happens when nobody is driving?

YOUR SCORE

1	2	3	4	5	6	7	8	9	10
1-3 Ad hoc effort			4-7 Repeatable activity			8-10 Systematic influence			

Start with the one you least enjoyed answering. It is usually cheaper to fix than the thing you were already planning to fix.
The full piece, with the checks and what usually explains a low score: kimbledigital.com/insight/signals-of-category-leadership