

## Board Readiness Scorecard Worksheet

### Domain Methods

Score each question from 0-3:

0 = no usable answer

1 = directional

2 = decision-grade

3 = board-grade

#### Questions

1. What is CAC by channel?
2. What is LTV by cohort?
3. What is payback period by segment?
4. What % of pipeline is marketing-sourced vs marketing-influenced?
5. What is forecast accuracy quarter over quarter?
6. Which channels are improving vs declining in efficiency?
7. What is net revenue retention?
8. What is blended CAC vs fully loaded CAC?
9. What is time-to-revenue by acquisition source?
10. What happens if we cut the bottom 20% of spend?

For each question record:

- current score
- system of record
- owner
- main caveat or break point
- next fix before the next board cycle

#### Confidence language

Directional = useful for pattern spotting only

Decision-grade = reliable enough for operating choices

Board-grade = reconciled and governed for executive commitments

#### 30-60-90 day roadmap

30 days: label confidence levels and resolve the most contested metric definition.

60 days: reconcile the weakest metric across CRM, attribution, and revenue reporting.

90 days: document ownership, QA, refresh cadence, and system of record for core board metrics.