



Question 1: *What is the best and worst that might result?*

Question 2: *What is the probability for success for this project?*

+5= Paradigm-Breaking improvement, industry leader.

+4= Dramatic improvement, major publicity.

+3= Strong benefits, organization-wide.

+2= Minor benefits, localized.

+1= Very minor improvement, barely noticed.

-1= Very minor setback, barely noticed.

-2= Minor setback, controlled locally.

-3= Public setback, requires damage control.

-4= Major defeat, financial damages, recovery time needed.

-5= Devastating losses.