# Maturity Model Design Sprint

Codify what 'good' looks like—so you can measure, diagnose, and guide.

## 🎯 Overview

Before you build an assessment or client diagnostic, you need a clear and actionable maturity model. This sprint helps surface and structure the patterns you already see in your work; turning them into a framework that supports scoring, insight generation, and service design.

## 🧭 Scope of Work

1. Category & Dimension Definition

* Identify 4–6 key themes or capabilities to assess
* Align dimensions to services and transformation outcomes
* Define business relevance and buyer resonance

1. Maturity Level Design

* Develop clear level descriptions (1–5 scale)
* Show observable progression of systems and behaviors
* Ensure consistency across all categories

1. Progression Pathways

* Define typical steps clients take between levels
* Translate maturity stages into developmental guidance
* Use progression logic to inform service design

1. Optional Assessment Prep

* Draft question stems and scoring ideas
* Map categories to services
* Lay groundwork for assessment build

## 📄 Deliverables

* Maturity Model Grid (Categories × Levels)
* Level Descriptions Document
* Step-by-Step Progression Logic
* Optional: Draft Assessment Inputs

## ⏱️ Level of Effort & Timeline

* 12–20 hours over 1–2 weeks

## 💡 Ideal For:

* Experts with transformation frameworks but no scoring model
* Firms planning to launch a lead-gen or client assessment tool
* Consultants wanting to align services with maturity stages