



Elements of Empowerment

Self-Evaluation Scorecard for RevOps

Element	Description	Poor (1)	Good (2)	Great (3)	Rating (1-3)
Clarity of Goals	Clear, well-communicated goals at all levels.	Goals are unclear or inconsistently communicated across the organization. Priorities shift often.	Goals are defined and communicated, but ambiguity may exist. Individuals do not understand how they impact the larger goals.	Goals are clearly articulated, well understood by all, and regularly revisited. Individuals can connect their goals to the larger goals.	
Trust and Transparency	High trust between team members and leadership, fostered by transparency.	Limited trust and transparency, with communication often feeling guarded or inconsistent.	Trust is present, and efforts towards transparency are made, though inconsistently.	Trust and transparency are foundational, with open communication as the norm.	
Comprehensive Training and Resources	Access to necessary training and resources.	Training and resources are outdated or non-existent, hindering performance and consistency.	Training programs and resources are available but may not cover all needs or be fully up to date.	Comprehensive, continuously updated training and resources are readily accessible.	
Effective Communication Channels	Utilization of effective communication channels.	Communication is hindered by ineffective protocols or platforms, leading to miscommunications.	Communication channels exist and are used but may not be optimized for efficiency.	Robust, well-integrated communication tools facilitate seamless information flow.	
Recognition and Feedback Mechanisms	Regular recognition and constructive feedback.	Feedback is rare or non-constructive, and recognition for achievements is infrequent.	Recognition and feedback are given, but not in a structured manner. May not be applied consistently across team members.	Systematic, timely recognition and feedback foster a culture of appreciation and growth. Rewards align to organization values.	
Autonomy in Decision-Making	Autonomy granted to team members for decision-making.	Decision-making is heavily centralized, with little to no autonomy for team members.	Autonomy is encouraged, with some oversight that may occasionally limit independence.	Team members have full autonomy of their daily work supported by trust and clear guidelines.	
Accountability Structures	Clear expectations and accountability for actions.	Expectations are vague or inconsistently communicated, leading to confusion and accountability issues.	Accountability is enforced, but expectations may not always be clear or consistently applied.	Clear, agreed-upon expectations with consistently applied accountability measures.	
Cross-functional Collaboration	Culture of collaboration across different departments.	Collaboration is siloed or sporadic, with little encouragement or facilitation of cross-departmental teamwork.	Collaboration occurs, but it may be limited to specific projects or teams.	A strong, organization-wide culture of collaboration, breaking down silos and enhancing synergy.	

Empowerment Scorecard Cumulative Rating Analysis

Add up all your ratings and compare to the Revenue Operations maturity levels below.

Score = 8-12: **Beginning Stages**

Your organization may be in the early stages of empowering its RevOps teams. Change can be complex and may require significant effort. It's crucial to approach this transformation deliberately and progressively. Begin with small, achievable steps and build from there.

Score = 13-20: **Building Momentum**

You have laid some groundwork but there's ample room for enhancement. Resources may be constrained, so it's vital to identify and act on strategic improvements that can deliver the greatest benefit. This is the time to focus on leveraging your strengths and identifying key areas that will drive the most significant advancements.

Score = 21-24: **Poised for Success**

Your organization has a strong foundation and is on the brink of fully realizing the benefits of an empowered RevOps team. With the critical elements in place, a strategic push can propel your revenue growth to new heights. Fine-tuning your processes and capitalizing on your current momentum will enable you to achieve outstanding results.

If you're looking for expertise and guidance to elevate your organization's performance on this scorecard, Unbound Skies is ready to assist. Contact us for a tailored consultation to assess your current operations and discuss a targeted action plan. Let's work together to empower your teams and skyrocket your revenue growth. [Click here to Request a Complimentary Consultation](#)

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