

White space quality criteria (3 Dec 2013)

	Differentiation	Appeal	Resilience	Prompting Action
	A. Is the subject topical? B. Is it different to what others are doing – either because of the topic or angle taken? C. Is the article revelatory and/or contrary to prevailing views?	A. Is the reader likely to continue past the first paragraph of writing? B. Does the report look good? C. Do the structure and writing style make it easy to read? D. Does the report do anything interesting to make the material stick in the reader's mind?	A. Is there any quantitative primary research? B. Is there any qualitative primary research? C. Is there any secondary research? D. How good is the analysis of either primary or secondary research? E. Are credible internal experts used effectively? F. Is the methodology clearly described?	A. Does the article clearly articulate action steps for the reader? B. Does the article give the reader a clear idea of how the consulting firm could help whilst avoiding being a thinly disguised sales pitch?
1	A. Subject is past its sell-by-date B. Has been written about extensively by other consulting firms for some time C. States the obvious	A. Introduction off-putting B. Presentation is poor and actively deters the audience from reading the document C. Writing style is very poor, often with too much jargon D. Nothing to make the material stick	A. No quantitative primary research B. No qualitative primary research C. No secondary research D. No analysis of the data E. No contributors named F. No description of research methodology, analysis or sources	A. No sense at all as to what the reader ought to take from the article B. Makes no reference to a firm's services OR standard boiler plate OR thinly disguised sales pitch
2	A. Subject has little long-term resonance and no immediate appeal B. Covers the same ground as some other consulting firms C. Some interesting points but in the main states the obvious	A. Introduction does nothing to encourage the reader to continue B. Presentation is weak C. Writing style is boring D. Hardly anything to make the material stick	A. Quantitative research carried out with fewer than ten organisations / people B. Qualitative research with one or two people or companies C. Very limited secondary research D. Poor / limited analysis of data E. Author or experts named but credentials unclear F. <i>Score not available for this question</i>	A. Hints at what the reader ought to do next B. Contains description of relevant practice
3	A. Subject has long-term resonance, but is not an immediate burning platform B. Subject has been written about before but angle is different C. Raises a number of interesting points	A. Introduction provides some encouragement to continue B. Presentation is professional C. Writing style is clear and jargon-free D. At least one compelling story, case study or analogy that is likely to stick in the reader's mind	A. Quantitative research carried out with 10-50 organisations / people B. Qualitative research with 3- 5 people or companies C. Some secondary research D. Basic analysis of data E. Author or experts named and credibility established F. Basic description of research methodology, analysis or sources	A. Attempts to define the next steps but lacklustre B. Report gives an impression of the firm's relevant services
4	A. Links effectively to events in the past year B. Substantially different to what has gone before C. Challenges current thinking in some areas	A. Reader likely to continue after reading introduction B. Presentation is both professional and appealing C. Writing style is clear, jargon-free and engaging D. Reader is very likely to remember extremely compelling story, case study or analogy	A. Quantitative research carried out with 50-200 organisations/people B. Qualitative research with 5-10 people or companies C. Good secondary research D. Good level of analysis of data E. Main report contains opinionated commentary by credible internal expert F. <i>Score not available for this question</i>	A. Clear, actionable next steps for the reader B. It is very clear how the firm would help with this topic and what experience it has
5	A. Links effectively to events in the past six months B. Very different to what has gone before C. Presents a revelatory and challenging viewpoint	A. After reading the introduction, reader is compelled to continue B. Stunning presentation C. Writing style is best-in-class D. Would be almost impossible to forget	A. Quantitative research carried out with more than 200 organisations/people B. Qualitative research with more than 10 people or companies C. Extensive secondary research D. Outstanding analysis of data E. Main report contains opinionated commentary by multiple credible internal experts F. Clear (but not cumbersome) description of research methodology, analysis or sources	A. Clear, actionable next steps and the reader is compelled to take action B. Very clear how firm would help with this topic and what is unique about its approach