



MBA 560 Milestone Three Guidelines and Rubric

This milestone establishes a system to evaluate the ongoing success of a product or service as the marketplace and company dynamics evolve. This involves establishing measurable criteria of specific activities and mechanisms to assess current systems and branding efforts as well as provide feedback to the proper departments and individuals so that needed changes can be implemented. This relates to the final project because it is a means to ensure the mission of the organization is continually pursued and that product or service offerings are both aligned with the mission and provide customer value. The mechanism enables the planning process to maintain its dynamic nature while staying on the course to follow the mission of the organization.

Specifically, the following **critical elements** must be addressed:

Refinement. Using the idea that you have chosen, write a short paper covering the following:

- How and when will you **evaluate the success** of the new product or service and its branding? Be sure to suggest processes that occur at regular intervals and extend across the business, explaining how results will impact decisions on whether to continue or to initiate exit strategies.
- What regular, business-wide **feedback loops** and processes will you implement to support the new idea, keep it on track, and make mid-course corrections as needed? For example, will you adjust business functions and/or facilitate regular communication across departments? How will you collect relevant information and ensure its accuracy?
- In planning for the future, how will you identify and integrate **other factors** that might affect implementation of the new idea into your business decisions and planning? In other words, what other things do you need to consider when moving forward?

Guidelines for Submission: Milestone Three should utilize double spacing, 12-point Times New Roman font, one-inch margins, and discipline-appropriate citations. It should be 8-10 pages in length and follow APA formatting requirements.

Critical Elements	Proficient (100%)	Needs Improvement (70%)	Not Evident (0%)	Value
Refinement: Evaluate the success	Establishes business-wide procedures for evaluating success of new product or service at regular intervals, explaining how results will impact decisions on whether and how to continue or exit	Establishes procedures for evaluating success, explaining how results will impact decisions to continue or exit, but procedures do not extend across business, do not occur at regular intervals, or are not reasonable for making business decisions	Does not establish procedures for evaluating success of new product or service, explaining how results will impact decisions on whether and how to continue or exit	30
Refinement: Feedback Loops	Specifies regular, business-wide feedback loops and other processes to support the new idea, keep it on track, and make mid-course corrections as needed	Specifies feedback loops and other processes to support the new idea, keep it on track, and make mid-course corrections as needed, but procedures do not extend across business, do not occur at regular intervals, or are not reasonable for making business decisions	Does not specify feedback loops and other processes to support the new idea, keep it on track, and make mid-course corrections as needed	30

Refinement: Other Factors	Determines procedures for identifying other factors that might affect new idea and integrating them into decision making and planning	Determines procedures for identifying and integrating other factors that might affect new idea into decision making and planning, but procedures suggested are cursory, illogical, or are not well-suited for improving performance	Does not determine procedures for identifying other factors that might affect implementation of new idea and integrating them into decision making and planning	30
Writing (Mechanics/Citation)	Minor errors related to organization, grammar, style, and citations	Some errors related to organization, grammar, style, and citations	Major errors related to organization, grammar, style, and citations	10
Earned Total				100%