

Worked example (sample numbers)

Decision: Annual roadmap planning for a B2B software product team. All figures are illustrative.

KPI	Weight	Onboarding	Usage dashboard	SSO and audit	Release automation	AI assistant	Marketplace
Revenue growth	20	5	3	4	0	1	3
Customer retention and satisfaction	15	5	4	4	1	3	1
Cost savings and efficiency	15	2	1	1	4	4	0
Strategic alignment	15	4	3	4	3	3	2
Market reach and competitive position	10	3	2	4	0	2	5
Risk and compliance reduction	10	0	0	5	3	1	0
Team productivity and engagement	10	1	1	0	5	3	1
Learning and data value	5	3	5	1	2	4	2
Impact score (0 to 100)		64.0	47.0	62.0	42.0	50.0	35.0
Confidence (%)		80	70	90	90	50	60
Confidence adjusted score		51.2	32.9	55.8	37.8	25.0	21.0
Ease (1 to 5)		3	3	2	4	2	4
Rank		2	4	1	3	5	6
Suggested action		Do now	Revisit	Big bet	Quick win	Revisit	Quick win

What this shows: SSO and audit logs ranks first on adjusted score but is hard to deliver, so it is a big bet to plan and fund. Self serve onboarding is close behind and easier, so it starts now. Release automation scores lower on impact but is easy, so it fits as a quick win alongside.

DECISION

Start self serve onboarding now. Fund SSO and audit logs as a planned big bet. Slot release automation in as capacity allows.

NOT NOW

The AI assistant has high potential but only 50 percent confidence. Run a small pilot first.

REVISIT

Rescore after the next quarter, or sooner if renewal data changes.