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| Business or team |  | Date |  |

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| **Area** | **Marketing** | | | **Sales** | | | **Delivery** | | |
| **Traffic Light** | Red | Amber | Green | Red | Amber | Green | Red | Amber | Green |
| **Status** |  | | |  | | |  | | |
| **What does good look like?** |  | | |  | | |  | | |
| **Areas to work on** |  | | |  | | |  | | |
| **Measure of success** |  | | |  | | |  | | |

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| **Area** | **Vision** | | | **Product** | | | **Service** | | |
| **Traffic Light** | Red | Amber | Green | Red | Amber | Green | Red | Amber | Green |
| **Status** |  | | |  | | |  | | |
| **What does good look like?** |  | | |  | | |  | | |
| **Areas to work on** |  | | |  | | |  | | |
| **Measure of success** |  | | |  | | |  | | |

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| **Area** | **People** | | | **Process** | | | **Technology** | | |
| **Traffic Light** | Red | Amber | Green | Red | Amber | Green | Red | Amber | Green |
| **Status** |  | | |  | | |  | | |
| **What does good look like?** |  | | |  | | |  | | |
| **Areas to work on** |  | | |  | | |  | | |
| **Measure of success** |  | | |  | | |  | | |