

Agency Scorecard

Fillable worksheet. Type your answers. Save the file.

Score the relationship before the contract decision. Three axes, evidence in writing, one boxed recommendation.

01 AGENCY NAME

Legal name plus account team lead, if applicable.

02 THREE EVALUATION AXES

Score each 1 to 10. Three-line rationale per axis.

CHEMISTRY

Trust, candor, listening, fit with the team.

SCORE / 10

THINKING QUALITY

Strategic instinct, originality of work, rigor of rationale.

SCORE / 10

PRODUCTION RIGOR

On time, on brand, on spec. Clean hand-offs. Cost controls held.

SCORE / 10

03 OVERALL RECOMMENDATION

One choice. Continue, Probation, or Change.

CONTINUE	PROBATION	CHANGE
<i>Renew. Expand scope.</i>	<i>90 day plan. Specific fixes.</i>	<i>Exit. Re-pitch the work.</i>

04 SUMMARY

Two sentences. What changes after this scorecard.

Reusable Brief Template

Fillable worksheet. Type your answers. Save the file.

Strip-down of the Module 04 creative brief. Reuse for every assignment you hand to an agency or internal team.

PROJECT

DATE

OWNER

01 PROBLEM

One sentence the audience would recognise.

02 INSIGHT (THE TENSION)

Tension, not fact. What is the audience telling themselves?

03 DESIRED RESPONSE: THINK, FEEL, DO

One outcome per column.

THINK

FEEL

DO

04 MANDATORIES

Legal, brand, executional. Three lines, no more.

05 SUCCESS METRIC

How we will know it worked, in one measurable sentence.