

Assigning an IDAC Score

IDAC Score = Innovation Score + Deliverability Score + Adoption Score + Contribution Score

Score Your Innovation Based On When You Went To Market With The Service		Score By Deadlines Missed In The Past Year For The Service		Score Service By The Percentage Of Your Clients Who Use This Service		Sort Services By Most To Least Profit Per Dollar Labor Cost For The Service	
Were You ...	Innovation Score	Deadlines Missed	Deliverability Score	Portion Of Clients	Adoption Score	Profitability Multiplier	Contribution Score
First	5	< 3	5	> 42.0%	5	> 7.5	5
Second	4	3 - 5	4	25.0% < 42.0%	4	6.5 < 7.5	4
Third	3	6 - 7	3	8.0% < 25.0%	3	4.5 < 6.5	3
Fourth	2	8 - 9	2	2.5% < 8.0%	2	2.5 < 4.5	2
> Fourth	1	> 9	1	< 2.5%	1	< 2.5	1

Innovation Score – When did you go to market with this service? Were you the first or were others offering the service in your market before you? Your position in the market affects your market share and your reputation as a market leader.

Deadlines Score – Missed deadlines are counted, whether part of a bundle for another service or an individual service. If a complaint is received for a missed deadline, count the complaint as an additional missed deadline and add to the Missed Deadline Score.

Adoption Score – How many of your clients have accepted this particular service? Count only services sold in standalone form. Count bundles of services as separate products.

Contribution Score – The multiplier should be the ratio of the actual fees collected to the labor costs incurred in performing the service. If Owner or Partner hours are involved, use salary or draw as a labor cost.

