

ROI INSTITUTE®

Data Conversion Worksheet

Data Items	Is there a standard value?	Then	Is there a method to get there?	Then	Can we get there with minimum resources?	Then	Can we convince our executives in 2 minutes or less that the value is credible?	Then
1.	<input type="checkbox"/> Yes <input type="checkbox"/> No	✓ Convert ————→	<input type="checkbox"/> Yes <input type="checkbox"/> No	————→ ✓ Move to intangibles	<input type="checkbox"/> Yes <input type="checkbox"/> No	————→ ✓ Move to intangibles	<input type="checkbox"/> Yes <input type="checkbox"/> No	✓ Convert ✓ Move to intangibles
2.	<input type="checkbox"/> Yes <input type="checkbox"/> No	✓ Convert ————→	<input type="checkbox"/> Yes <input type="checkbox"/> No	————→ ✓ Move to intangibles	<input type="checkbox"/> Yes <input type="checkbox"/> No	————→ ✓ Move to intangibles	<input type="checkbox"/> Yes <input type="checkbox"/> No	✓ Convert ✓ Move to intangibles
3.	<input type="checkbox"/> Yes <input type="checkbox"/> No	✓ Convert ————→	<input type="checkbox"/> Yes <input type="checkbox"/> No	————→ ✓ Move to intangibles	<input type="checkbox"/> Yes <input type="checkbox"/> No	————→ ✓ Move to intangibles	<input type="checkbox"/> Yes <input type="checkbox"/> No	✓ Convert ✓ Move to intangibles
4.	<input type="checkbox"/> Yes <input type="checkbox"/> No	✓ Convert ————→	<input type="checkbox"/> Yes <input type="checkbox"/> No	————→ ✓ Move to intangibles	<input type="checkbox"/> Yes <input type="checkbox"/> No	————→ ✓ Move to intangibles	<input type="checkbox"/> Yes <input type="checkbox"/> No	✓ Convert ✓ Move to intangibles
5.	<input type="checkbox"/> Yes <input type="checkbox"/> No	✓ Convert ————→	<input type="checkbox"/> Yes <input type="checkbox"/> No	————→ ✓ Move to intangibles	<input type="checkbox"/> Yes <input type="checkbox"/> No	————→ ✓ Move to intangibles	<input type="checkbox"/> Yes <input type="checkbox"/> No	✓ Convert ✓ Move to intangibles
6.	<input type="checkbox"/> Yes <input type="checkbox"/> No	✓ Convert ————→	<input type="checkbox"/> Yes <input type="checkbox"/> No	————→ ✓ Move to intangibles	<input type="checkbox"/> Yes <input type="checkbox"/> No	————→ ✓ Move to intangibles	<input type="checkbox"/> Yes <input type="checkbox"/> No	✓ Convert ✓ Move to intangibles
7.	<input type="checkbox"/> Yes <input type="checkbox"/> No	✓ Convert ————→	<input type="checkbox"/> Yes <input type="checkbox"/> No	————→ ✓ Move to intangibles	<input type="checkbox"/> Yes <input type="checkbox"/> No	————→ ✓ Move to intangibles	<input type="checkbox"/> Yes <input type="checkbox"/> No	✓ Convert ✓ Move to intangibles
8.	<input type="checkbox"/> Yes <input type="checkbox"/> No	✓ Convert ————→	<input type="checkbox"/> Yes <input type="checkbox"/> No	————→ ✓ Move to intangibles	<input type="checkbox"/> Yes <input type="checkbox"/> No	————→ ✓ Move to intangibles	<input type="checkbox"/> Yes <input type="checkbox"/> No	✓ Convert ✓ Move to intangibles
9.	<input type="checkbox"/> Yes <input type="checkbox"/> No	✓ Convert ————→	<input type="checkbox"/> Yes <input type="checkbox"/> No	————→ ✓ Move to intangibles	<input type="checkbox"/> Yes <input type="checkbox"/> No	————→ ✓ Move to intangibles	<input type="checkbox"/> Yes <input type="checkbox"/> No	✓ Convert ✓ Move to intangibles
10.	<input type="checkbox"/> Yes <input type="checkbox"/> No	✓ Convert ————→	<input type="checkbox"/> Yes <input type="checkbox"/> No	————→ ✓ Move to intangibles	<input type="checkbox"/> Yes <input type="checkbox"/> No	————→ ✓ Move to intangibles	<input type="checkbox"/> Yes <input type="checkbox"/> No	✓ Convert ✓ Move to intangibles