



## Building Better Intelligence Deliverables

### Here's a general checklist to get your process going:

1. Are you sending it to the right people?  Yes  No
2. Has the research been verified and reverified with sources designated?  Yes  No
3. Is the content still relevant and timely?  Yes  No
4. Is the analysis clear, concise and logical?  Yes  No
5. Do they contain relationships and patterns?  Yes  No
6. Is there too much information?  Yes  No
7. Are all questions answered even if the answer is that a conclusion can not be reached on the question within the time frame and financial constraints.  Yes  No
8. Have you identified assumptions made?  Yes  No
9. Have you provided options for decision makers?  Yes  No
10. Are reports issued to meet your audience's time frames?  Yes  No
11. Is it being sent via the right communication path?  
(Email, hardcopy, etc.?)  Yes  No
12. Are there other people in the company that ought to be on the distribution list that we are missing (by topical area)?  Yes  No
13. Have you included CI branding, like a LOGO with each deliverable?  Yes  No