CRITICAL SUCCESS FACTORS · OWNER'S WORKSHEET

Not the biggest gap.
The gap that counts.

A generic audit sends you off to fix whatever you're worst at, which is often something that barely matters in your market. This ranks your capability gaps by how critical each factor is to winning, so a small gap on a critical factor beats a large gap on one that doesn't count.

The ranking: **criticality weight** (critical 1.5 · important 1.0 · standard 0.5) × **gap** (target − now). Positive gaps only.

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HOW TO USE THIS

Name what wins in your market. Then rank the gaps by it.

List your critical success factors: the handful of things a business must get right to win in your industry, for the market you're actually in rather than the one you'd like to be in. Mark how critical each is. Rate your capability now, and the level you need. The gap is the distance. Then weight it, because a two-point gap on a factor that decides who wins is not the same priority as a two-point gap on a nice-to-have.

> The reorder is the point: a generic audit says "fix your biggest gap." A criticality-weighted view says "fix the gap that most affects whether you win," which is often **a smaller gap on a factor that actually matters** in your market.

CRITICAL SUCCESS FACTOR (WHAT WINS IN YOUR MARKET)	CRITICALITY	NOW /5	TARGET /5	GAP	PRIORITY
	crit / imp / std	/5	/5		
	crit / imp / std	/5	/5		
	crit / imp / std	/5	/5		
	crit / imp / std	/5	/5		
	crit / imp / std	/5	/5		
	crit / imp / std	/5	/5		
	crit / imp / std	/5	/5		
	crit / imp / std	/5	/5		

For each factor:

$$\text{gap} = \max(0, \text{target} - \text{now}) \quad \cdot \quad \text{priority} = \text{criticality weight} \times \text{gap}$$

Criticality weights: **critical × 1.5**, **important × 1.0**, **standard × 0.5**. A gap of zero doesn't rank; you're already where you need to be.

Rank the factors by priority, highest first. The top of that list is where to build capability first, whatever your raw gaps say.

The thing you're worst at is often not the thing to fix first.

Rank it live with the interactive tool, which shows how criticality reorders your raw gaps, then a Commercial Assessment adds the outside read on capability that a self-score can't, and turns the top gaps into owned, valued initiatives.

Rank it live → apg.partners/tools/capability-priority-ranker · Start with a Commercial Assessment → apg.partners/commercial-assessment