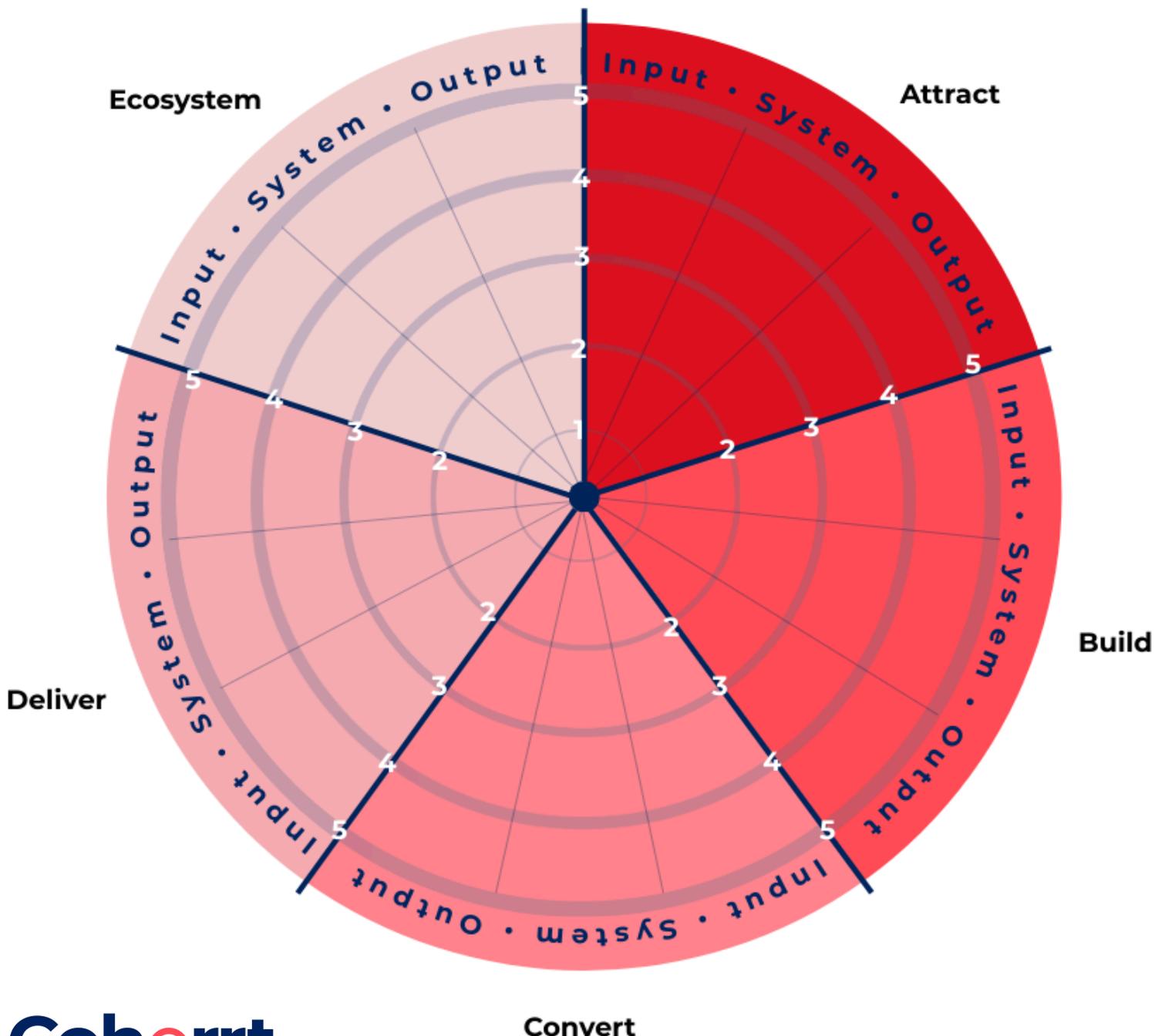# The Cohorrt Wheel

5 Drivers. 3 Lenses. One performance system.

Use the Wheel to assess the strength and balance of your commercial infrastructure across five Drivers:

Attract • Build • Convert • Deliver • Ecosystem

You're not scoring confidence.
You're scoring your operating system.

Cohorrt.
GOING IT ALONE, TOGETHER.

The 3 Lenses

INPUT
Your effort + resource deployment.
Are you investing deliberately — time, focus, tools, partnerships?

SYSTEM
Is there a defined, repeatable system?
Could someone follow it — or is it in your head?

OUTPUT
Are you achieving the desired outcome?
Is it consistent, measurable, and predictable?

How to Score (1–5)
Score each Driver through the three lenses using the scale below:
1 — Reactive / inconsistent / undefined
2 — Some activity, limited structure
3 — Functional but inconsistent
4 — Structured and measurable
5 — Repeatable, optimised, predictable
Two rules:
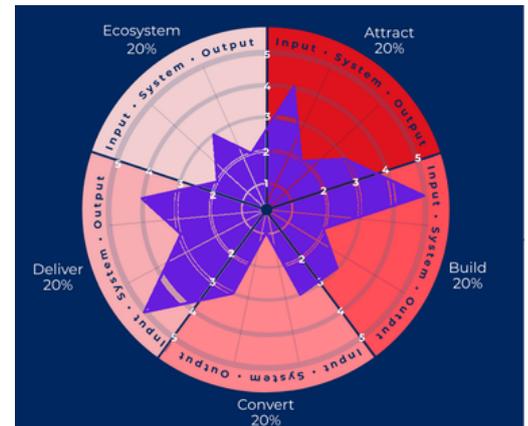If it isn't defined, it isn't a 4.
If it isn't measurable, it isn't a 5.

How to Read the Wheel
You are not aiming for perfect 5s.
You're looking for:

- Imbalance (one Driver carrying the whole system)
- Weak architecture (high Input, low System)
- Risk points (high Deliver, low Attract/Convert)
- Under-leverage (Ecosystem low or unmanaged)

The goal is portfolio resilience, built through structural balance.

What To Do Next
1. Identify your lowest-scoring Driver
2. Identify the weakest lens within it (Input / System / Output)
3. Apply pressure there first
4. Re-score monthly (or quarterly minimum)

Because what gets measured gets improved.
Independent — but not isolated.

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