

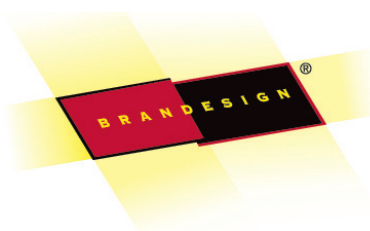
AGENCY CRITERIA CHECKLIST

There have been a number of recent surveys on problems encountered by clients with their professional service providers. Conversely, this is a list of questions to ask yourself prior to engagement, to help avoid some of the common problem areas, and perhaps narrow the number of firms under consideration.

- Does the firm listen to me?
- Does the firm understand what we need?
- Does the firm seem eager to work with us?
- Is the firm's process relevant to our situation?
- Will it be easy to work with this firm?
- What is the quality of thinking that the firm will bring to our business?
- Will senior management at the firm be involved throughout?
- Will our business be a priority?
- Does the firm have a record of delivering value to its clients?
- Are the firm's integrity and business ethics in alignment with ours?
- What business hurdles has this firm helped other clients master?
- Is it critical that the firm has experience in our industry, or is a fresh viewpoint needed?
- Does the firm seem willing to reveal references?
- Does the firm respond to our requests in a timely manner?

And here are some thoughts for internal dialogue prior to agency review:

- Have we created a clear and specific goal for the project?
- Has senior management signed off on the project and goal?
- How will we measure/determine the success of the project?
- Is the budget driving this project?
- For this project, do we welcome strategic insight?
- What level of innovation do we want for this project?



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