



THE GMarie GROUP
Performance Improvement Specialists

THE GMARIE GROUP

Quality Guarantee and Deliverable Scorecard

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Introduction

The Quality Guarantee and Deliverable Scorecard program creates a procedural and cultural infrastructure that helps The GMarie Group and its clients communicate, collaborate and commit to producing high-quality deliverables.

The program involves two primary components:

- GMG Quality Guarantee: Our promise to produce high-quality deliverables for our clients.
- GMG Quality Scorecard: A form for rating the quality of each deliverable submitted to you by The GMarie Group.

Program Overview

The GMarie Group guarantees clients will receive high-quality deliverables. Using the Quality Scorecard, GMG internal reviewers and GMG clients identify errors and rate performance in three categories:

- Writing
- Standard and Required Information
- Instructional Soundness

The GMarie Group analyzes the results, determines root causes of any errors, and implements performance improvement steps to control and improve future deliverables. We define remediation steps to address client concerns as they are raised.

Quality Guarantee Process

At the start of each project, The GMarie Group and client will agree on the quality assurance measures and protocol that meet the needs of the project. The GMarie Group generally recommends the following:

Step	Action
1	Author submits deliverable to GMG internal review.
2	GMG internal reviewer provides feedback and rates the deliverable using the GMG Quality Scorecard. <i>Note: GMG internal reviewers include peers, project managers or QA team members. Authors may appeal scorecard ratings.</i>
3	Author incorporates GMG internal reviewer feedback. Additional actions depend on the GMG internal reviewer grade: <ul style="list-style-type: none"> A. Author corrects deliverable per feedback. B. Author corrects deliverable per feedback; project manager is aware of feedback. C. Author corrects deliverable per feedback; project manager coaches author to improve performance. D. Author corrects deliverable per feedback; project owner coaches author to improve performance. F. Author corrects deliverable per feedback; project owner considers removing author from project.
4	Deliverable is sent to the client for review.
5	Client provides feedback and rates the deliverable using the GMG Quality Scorecard. <i>Note: Authors may appeal scorecard ratings.</i>
6	Author incorporates client revision requests. Project manager and author analyze the results, determine root causes of any errors, and implement performance improvement steps to control and improve future deliverables.

Quality Responsibilities

The following chart defines the responsibilities of GMG and client team members during the quality process.

GMG and Client Team Member Responsibilities

Role	Responsibilities
All team members	<ul style="list-style-type: none"> • Discuss and resolve project challenges with GMG and client project managers • Escalate project challenges to GMG project owner
GMG author	<ul style="list-style-type: none"> • Develop deliverable to GMG-defined project standards • Submit deliverable to GMG internal reviews and incorporate feedback • Take action to improve future performance, as needed
GMG internal reviewers	<ul style="list-style-type: none"> • Review deliverable against GMG-defined project standards • Complete GMG Quality Scorecard to identify errors and rate performance • Provide feedback to GMG project manager
GMG project manager	<ul style="list-style-type: none"> • Manage review process and provide feedback to GMG deliverable author • Validate errors on GMG Quality Scorecards completed by client • Collect and identify trends in client feedback; report to project owner
Client review team	<ul style="list-style-type: none"> • At project kickoff, designate the person(s) responsible for completing GMG Quality Scorecards • Review deliverable against agreed-upon project standards • Complete GMG Quality Scorecard to identify errors and rate performance • Provide feedback to GMG project manager
GMG project owner	<ul style="list-style-type: none"> • Scope, plan, and staff projects to maximize opportunities for success • Provide leadership and guidance to GMG project manager • Escalate project challenges to GMG leadership team, as needed
GMG leadership team	<ul style="list-style-type: none"> • Analyze errors to determine root causes • Implement steps to control and improve future performance • Define remediation steps to address client concerns, as needed

Using the GMG Quality Scorecard

This section explains rating criteria for each GMG Quality Scorecard category.

Quality Category 1: Writing

In the Writing category, reviewers count errors in two subcategories:

- Spelling
- Grammar, word usage and punctuation

Reviewers enter the **total number of errors*** and **total word count in the deliverable**** into the Quality Scorecard, which calculates the rating.

*To be countable, an error must be an unquestionable deviation from a standard, not related to personal preference or opinion. Errors requiring interpretation, clarification or discussion will be resolved to the client's satisfaction but not counted for purposes of this guarantee.

**To find total words in a deliverable, use the MS Word "word count" tool. If that tool is not available, multiply deliverable units (screens, slides, or text pages) by approximate number of words per unit.

Example: 50 slides x 40 words per slide = 2000 total word count.

Scorecard Rating Guide: Writing

Rating	Accuracy	Client consideration *
A	99.9% to 100%	GMG deliverable author resolves any client feedback.
B	99.8% to 99.5%	GMG gives client a 2% credit or equivalent number of additional project hours at no charge.
C	99.4% to 99.0%	GMG gives client a 10% credit or specific number of additional project hours at no charge.
D	98.9% to 98.5%	GMG remedies within 3 business days and gives client a 25% credit on current or future deliverable, at the client's discretion.
F	98.4% or more	GMG does not charge for the work and gives client a 25% credit for additional deliverable of similar size.

** If The GMarie Group provides credit as a client consideration, the credit is calculated for a specific deliverable within a project, not for the entire project.*

Quality Category 2: Standard and Required Information

In the Standard and Required Information category, reviewers count errors in two subcategories:

- Client-specific and project-specific style guidelines defined in the project Statement of Work or client-approved Detailed Design
- Learning content incorporated as provided by client subject-matter experts during the project analysis and design phases

Reviewers **use the chart below** to derive the rating for each subcategory, and enter ratings into the Quality Scorecard.

* The accuracy of the content is not measured here, as that is often subject to interpretation and modification by the client review team.

**The GMarie Group’s internal reviewers are not expected to have information about the specific provision of learning content of deliverables, therefore cannot rate the learning content.

Scorecard Rating Guide: Standard and Required Information

Subcategory	Rating				
	A	B	C	D	F
Style Guidelines <i>(Errors per 10 pages)</i>	1 – 2	3 – 4	5 – 6	7 – 8	9+
Learning Content <i>(Greater than X% of content included as provided by the client team.)</i>	96%	93%	90%	87%	< 87%

The Quality Scorecard then averages the two subcategory ratings to reach an overall rating for the category of Standard and Required Information.

Overall Rating Guide: Standard and Required Information

Overall rating	Client consideration
A	GMG deliverable author resolves client feedback.
B	GMG project manager discusses and resolves feedback with client.
C	GMG project owner discusses and resolves feedback with client and coaches deliverable author to improve performance.
D	GMG gives client a 2% credit or equivalent number of additional project hours at no charge.
F	GMG gives client a 10% credit or specific number of additional project hours at no charge.

Quality Category 3: Instructional Soundness

In the Instructional Soundness category, reviewers provide subjective feedback regarding four categories:

- Learning objectives
- Instructional methods
- Interactivity and engagement
- Assessments

Reviewers **use the chart below** to derive the rating for each subcategory, and enter ratings into the Quality Scorecard.

*Reviewers who provide feedback in this area should have sufficient background and expertise in the learning profession to assess these elements. Often, subject-matter experts are not able to provide feedback in this area.

Scorecard Rating Guide: Instructional Soundness

Subcategory	Rating guideline
Learning objectives	All learning objectives, per the project Statement of Work, are well written and measurable.
	All learning objectives are addressed within the content.
Instructional methods	Major concepts are evident and receive appropriate emphasis.
	Transitions are evident between major concepts.
	Learning is sequenced in logical fashion.
	Content is appropriately chunked into related ideas.
	The time allotted to each segment of training appears accurate.
	Various instructional techniques are incorporated.
Interactivity and engagement	Activities and exercises support attainment of learning objectives.
	Instructions for activities and exercises are clear and easy to follow.
Assessments	All learning objectives, per the project Statement of Work, are addressed.
	Instructions for completing assessments are clear and easy to follow.
	Assessment items measure the performance stated in each learning objective.
	As applicable, remediation for incorrect answers is provided.
	The number of test items is proportionate to the amount of content.
	As controllable, answers to questions are not given away by information in previous questions.
	Each item has only one correct answer.

The Quality Scorecard then averages the four subcategory ratings to reach an overall rating. Corresponding remediation steps are outlined in the following chart.

Overall Rating Guide: Instructional Soundness

Overall rating	Client consideration
A	GMG deliverable author resolves client feedback.
B	GMG project manager discusses and resolves feedback with client.
C	GMG project owner discusses and resolves feedback with client, and coaches deliverable author to improve performance.
D	GMG gives client a 2% credit or equivalent number of additional project hours at no charge.
F	GMG gives client a 10% credit or specific number of additional project hours at no charge.

Keeping the Guarantee Valid

The guarantee made in this agreement remains valid only in cases where project parameters as outlined in the agreed-upon Statement of Work are met. In cases where project requirements necessitate a change of scope, both parties must agree by signoff on the new parameters—time, budget, content status, etc.—for this guarantee to remain valid.

The delivery of top-quality deliverables is the result of a large number of variables shared by The GMarie Group and our clients. A clear and understood correlation exists between the key variables of time and budget on quality. In scoping and managing projects, The GMarie Group and our clients understand that planning a successful project relies on accurate information and that changes to project parameters, such as timelines and content stability, can pose a threat to deliverable and project quality.

Variables Controlled by The GMarie Group

Variables that impact quality directly and are under the responsibility and control of The GMarie Group include these:

- The skill level, experience, and abilities of our staff and the dedication of each individual to providing a top-quality product
- Preparation for the project, including an understanding of the project's parameters, scope, and content
- Fully resourced and capable team to meet the project's needs
- Excellent communication with our clients about project challenges and changes to identify and mitigate threats to project quality
- Project and organizational leadership to promote and support a culture of quality

Variables Controlled by Our Clients

Variables that impact quality directly and are under the responsibility and control of our clients include these:

- Provision of all project information or tools as defined by the project's requirements
- Provision of sound subject-matter source material and instructionally sound instructional documents, as applicable
- Commitment to communicate project challenges and changes in a timely manner
- Understanding of the threats posed to deliverable and project quality from failure to meet project parameters—such as timely handoff of materials, stability of content, review cycle timelines, and other project parameters as outlined in the project Statement of Work