Measurement Category	Stage 1 Uncertainty	Stage 2 Awakening	Stage 3 Enlightment	Stage 4 Wisdom	Stage 5 Certainty
Customized specific processes and capabilities	Brand and marketing processes do not exist and are not destinated to be implemented.	Recognizes that Brand and marketing processes may be of value but unwilling to invest money, time or people to make it happen	Learning while going through Brand and marketing processes; becoming supportive and helpful	Participating; understands Brand and marketing processes principles; recognizes processes role in continuing emphasis	Consider Brand and marketing processes as essentail part of product company system
Customized specific processes and capabilities	No focus on Brand and marketing processes; schedule, function and cost are the only focus	Brand and marketing process are documented; limited activity to make commitment visible	Developmentprocess ensures Brand and marketing processes focus; educating staff and developers; escalation occur	Longterm Brand and marketing processes goals in place; Management education mandatory; recognition of Brand and marketing processes activities take place	Brand and marketing processes activity is across all; productlines has active management involvement and support
Customized specific processes and capabilities	No organized activities; no understanding of what could be done	Little action to backup importance of Brand and marketing processes development process.	Brand and marketing processes ideas are implemeted; understand what result can be expected	Expanded process determines Brand and marketing processes goals, results reviewed for process improvement	Brand and marketing processes improvement is a normal continuing virtal activity