SAM WireFrame a Matrix Decision Model
Directions

Model Basis:

The SAM WireFrame model is a fusion of several Matrix-Based decision models with the primary influence being House of Quality. SAM WireFrame has been designed to filter business dimensions so that the user can identify the highest priority areas that need to be focused on.

SAM WireFrame models can be used at any level where there are expectations of performance and contribution dimensions. The model is built on three (3) pillars.

- DEMANDS
- CHARACTERISTICS
- CORRELATION OF CHARACTERISTICS TO DEMANDS

Demands:

Demands are a description of what is expected from the business process analyzed.

- At a strategic level, Investors in a company **DEMAND** (expect) a **Return on Investment.**
- At a tactical level, a machine shop may have a **DEMAND** for **part length and width tolerance of plus or minus 0.004"**

Characteristics:

Characteristics are the business dimensions that enable achievement of the DEMAND.

- At a strategic level, the company may have a **CHARACTERISTIC** of **Strong Cost Controls.**
- The machine shop may have a **CHARACTERISTIC** of **Water Jet X,Y Zero +/- 0.001"**

The SAM WireFrame model uses short descriptions in your company language to describe both Demands and Characteristics. As long as you know what your description means, the model does not care how you describe either Demands or Characteristics.
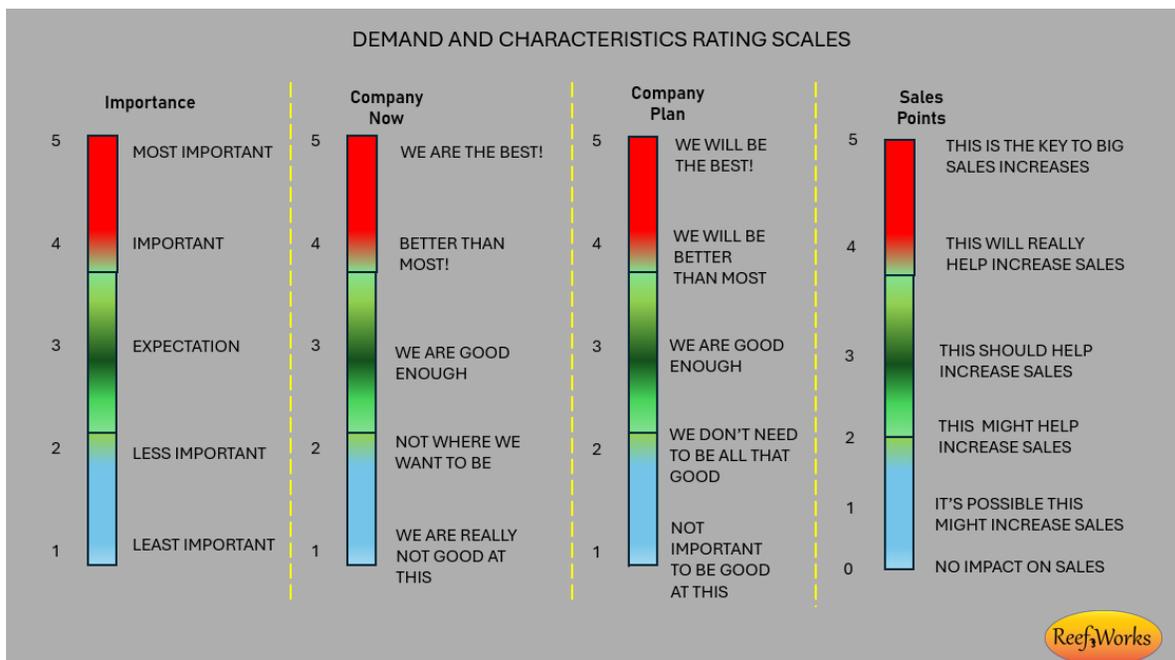
Weighting of Demands and Characteristics:

Demands and Characteristics are weighted on a scale of 1 to 5 for the dimensions of Importance – Company Now and Company Plan. (1 low to 5 High)

- Note about rating values – Ratings are relative to each other and to the subject. Ratings should reflect the consensus of the team doing the model. For each Demand or Characteristic.

Sales Points are weighted on a scale of 0 (zero) to 5 (0, no impact to 5 high positive impact).

Meaning of each rating: (see visual below)

- IMPORTANCE: How important is this to Customer (Demand) or the Company (Characteristic)
- COMPANY NOW: How good is the company at this dimension
- COMPANY PLAN: Where does the company plan to be on this dimension in the future.
- SALES POINTS: Ask the question, If we do well on this dimension, will it lead to increased sales?

DEMAND AND CHARACTERISTICS RATING SCALES

Importance	Company Now	Company Plan	Sales Points
5 MOST IMPORTANT	5 WE ARE THE BEST!	5 WE WILL BE THE BEST!	5 THIS IS THE KEY TO BIG SALES INCREASES
4 IMPORTANT	4 BETTER THAN MOST!	4 WE WILL BE BETTER THAN MOST	4 THIS WILL REALLY HELP INCREASE SALES
3 EXPECTATION	3 WE ARE GOOD ENOUGH	3 WE ARE GOOD ENOUGH	3 THIS SHOULD HELP INCREASE SALES
2 LESS IMPORTANT	2 NOT WHERE WE WANT TO BE	2 WE DON'T NEED TO BE ALL THAT GOOD	2 THIS MIGHT HELP INCREASE SALES
1 LEAST IMPORTANT	1 WE ARE REALLY NOT GOOD AT THIS	1 NOT IMPORTANT TO BE GOOD AT THIS	1 IT'S POSSIBLE THIS MIGHT INCREASE SALES
			0 NO IMPACT ON SALES

ReefWorks A

Maximum of 10 Demands and 10 Characteristics are allowed in this model to ensure focus.

Following entry and scoring of Demands and Characteristics, the user should correlate the Characteristic to the Demand. Correlations in this manner allow for calculation and sorting to focus on the most important Demand and Characteristic.

SAM WireFrame is designed to be flexible and can be updated as gaps between expectations and actual performance change.

The Correlation Grid: (worksheet pictures below)

- Demands are listed vertically on the right side of the model
- Characteristics are listed horizontally on the line above the first Demand
- Correlation boxes are the intersection cell between the Demand and Characteristic.

Correlation Values: (1-3-9)

- Enter a value that best represents the Characteristic's influence on achieving the Demand.
    - 1 = Low or Slight influence
    - 3 = Moderate influence
    - 9 = High Influence:

SAM WireFrame Model Construction:

The SAM WireFrame model is contained in a Microsoft® Excel® Workbook. The user can adapt the model to any comparable spreadsheet application such as Google Sheets®. These instructions assume the user is experienced with Microsoft® Excel®.

All induvial or range are shown in standard Excel column and row reference notation i.e. Cell ("A5"), Range ("B5:E5"). See Figure 1

	A	B	C	D	E	F	G	H
1	Reef Works - Demo MDM							
2	Model Name	Date Created:	2/8/2026			Date Revised:	2/8/2026	
3								
4	**Demands**	Importance	Company Now	Company Plan	Sales Points	Ratio of Importance	Absolute Weight	Demand Weight
5	Return on Investment	5	5	5	5	1.0	7.5	9.0
6	Quick Ratio > 1.2	5	1	4	0	4.0	20.0	23.9
7	Current Financial Security	5	2	5	0	2.5	12.5	14.9
8	Future Financial Security	4	1	4	0	4.0	16.0	19.1
9	Increasing Value	5	3	3	0	1.0	5.0	6.0
10	Pride in Ownership	2	2	2	0	1.0	2.0	2.4
11	Confidence in Management	4	2	4	0	2.0	8.0	9.6
12	Predictable Financial Results	4	3	5	0	1.7	6.7	8.0
13	Increasing Sales	3	1	2	0	2.0	6.0	7.2
14								
15							83.7	

	A	B	C	D	E	F	G	H
18	**Characteristics**	Importance	Company Now	Company Plan	Sales Points	Ratio of Importance	Absolute Weight	Demand Weight
19	Strong Sales and Marketing	5	5	5	5	1.0	7.5	13.1
20	Well Trained Employees	4	2	5	0	2.5	10.0	17.4
21	Strong Finance Systems	4	2	4	0	2.0	8.0	13.9
22	Debt to Equity > 45%	3	4	4	0	1.0	3.0	5.2
23	New Building	3	4	3	0	0.8	2.3	3.9
24	New Equipment	3	3	3	0	1.0	3.0	5.2
25	Employee Incentive Systems	4	3	4	0	1.3	5.3	9.3
26	Up to Date Information Systems	4	2	5	0	2.5	10.0	17.4
27	Cost Controls	5	3	5	0	1.7	8.3	14.5
28								
29							57.4	

	A	B	C	D	E	F	G	H	I	J	K
32					CORRELATIONS						
33	DEMANDS						CHARACTERISTICS				
34		Strong Sales and Marketing	Well Trained Employees	Strong Finance Systems	Debt to Equity > 45%	New Building	New Equipment	Employee Incentive Systems	Up to Date Information Systems	Cost Controls	
35	Return on Investment	3	3	3	3	1	3	3	1	9	
36	Quick Ratio > 1.2	1	1	3	3	1	3	1	3	3	
37	Current Financial Security	3	3	3	1	1	1	1	1	3	
38	Future Financial Security	9	3	9	3	3	3	3	3	9	
39	Increasing Value	3	3	3	9	3	3	3	3	9	
40	Pride in Ownership	3	1	3	3	9	3	3	3	3	
41	Confidence in Management	3	3	3	3	3	3	3	3	9	
42	Predictable Financial Results	3	3	3	3	1	3	3	3	9	
43	Increasing Sales	9	3	1	1	3	1	3	3	1	
44											

There are 10 rows for Demands and 10 columns for Characteristics. In the example above,
There are 9 demands, Row 44 is left blank.
There are 9 Characteristics, Column K is left blank.

Correlation Values:

Correlation values are extended below the Correlation Matrix beginning on Line 50.

	A	B	C	D
49	**Correlation Number**	**Demand**	**Characteristic**	**Correlation Value**
50	1	Return on Investm	Strong Sales and I	27
51	2	Return on Investm	Well Trained Emp	27
52	3	Return on Investm	Strong Finance Sy	27
53	4	Return on Investm	Debt to Equity > 45	27
54	5	Return on Investm	New Building	9
55	6	Return on Investm	New Equipment	27
56	7	Return on Investm	Employee Incentiv	27
57	8	Return on Investm	Up to Date Inform	9
58	9	Return on Investm	Cost Controls	81
59	10			
60	11	Quick Ratio > 1.2	Strong Sales and I	24

Correlation values 1 to 11 are shown, correlation 10 is blank as 9 Demands and 9 Characteristics. In any circumstance where there is not both a Demand and a Characteristic, the cell will be blank.

The Excel worksheet provided has formulas entered into the cells. I recommend you save a master copy to ensure you preserve the original formula values. To sort the model values, I recommend copying the worksheet and pasting the values only in a second worksheet.

I have added worksheet cell protection to assist you. Cells in which you can enter data without changing formulas are in light green.