

# Capability Awareness Program Toolkit

Three simple  
ways to make a  
powerful impact.

Start getting credit for all  
the hard work you've done.



**CMMI<sup>®</sup> Institute**  
AN ISACA ENTERPRISE



# Start Promoting Your Organization's Capabilities Today

Congratulations on your CMMI<sup>®</sup> maturity level rating! Now, let the world know about your organization's capabilities. To jump-start your awareness efforts, we developed this simple toolkit. It contains these ready-to-use tools to promote your CMMI appraisal: CMMI Appraisal Mark, social media posts, email announcement, and press release. To see how leading organizations like yours promote their CMMI maturity level rating, visit: <https://cmmiinstitute.com/news/coverage>

Before we get started, here are a few do's and don'ts to keep in mind.

## Guidelines for Announcing Your CMMI Appraisal

### DO

- ✓ Include the full name of the Partner organization that performed your appraisal. If you do not know the name of your appraising organization, you can look it up on the Partner Directory, available at: <https://cmmiinstitute.com/partners/directory>.
- ✓ Use "rated at" or "appraised at" to refer to your appraisal. For example, "Smith Corporation today announced that its Information Systems Development Division was appraised at CMMI maturity level 4."
- ✓ Include information about your company and its work in your announcement where appropriate. Include the name of the unit within your organization on which the appraisal was conducted.
- ✓ Use the provided CMMI Appraisal Mark if you wish to include an image in your announcement.

### DO NOT

- ✗ Do not announce your appraisal result before it has been accepted by the CMMI Institute. An email notification will be sent to the appraisal sponsor announcing the acceptance of an appraisal.
- ✗ Do not name CMMI Institute as your appraising organization.
- ✗ Do not announce that your entire organization was appraised if your appraisal was conducted on one business unit.
- ✗ Do not use the following words to refer to your appraisal: awarded, certified, certification, accredited, or accreditation. The CMMI Institute does not certify the results of appraisals, nor does it grant accreditation.
- ✗ Do not use the CMMI Institute's logo in any manner or create any logo that could be interpreted as being the CMMI Institute's logo

## Questions?

Please send any questions about the appraisal to Joe Callahan, Director of Marketing: [jcallahan@cmmiinstitute.com](mailto:jcallahan@cmmiinstitute.com).



# 1. Display your CMMI Appraisal Mark.

This gives you direction on the best ways of using your CMMI Appraisal Mark on your website and in sales and marketing materials such as press releases and business cards. Each Appraisal Mark is emailed as a PNG file to an appraisal sponsor as soon as the appraisal is closed and posted to the Published Appraisal Results (PARS) website.



**CMMIDEV/3<sup>SM</sup>**  
Exp. Mar 23, 2019 | Appraisal #12345678

PRIMARY LOGO

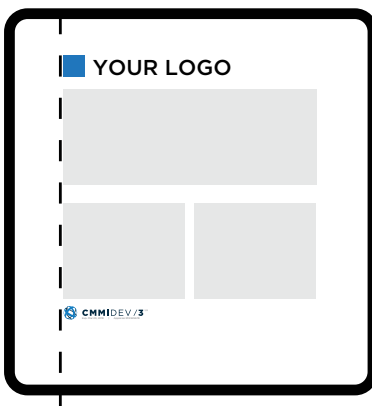


LOGO SPACING / Minimum white space, where X equals the height and width of the logomark.



MINIMUM SIZE

## Website Placement



## GUIDELINES

Never change the color of the CMMI Appraisal Mark. Use only the supplied files.

Allow for adequate space around the CMMI Appraisal Mark. Leave open space around the CMMI Appraisal Mark that is equal to or greater than the width of the sphere.

Do not shrink the CMMI Appraisal Mark to less than 40% of its original size. The .jpg format is provided at the maximum size and should not be enlarged. The minimum acceptable size is shown.

When posting your CMMI Appraisal Mark on your website, we recommend adding a hyperlink to the image that points to your appraisal listing in the [Published Appraisal Results System \(PARS\) Directory](#). This best practice enables your customers and prospects to easily verify your CMMI rating.

The CMMI Appraisal Mark should always be secondary to your company's logo in size, placement, and general positioning. It should always be clear that your company's logo is the primary brand.

You may place the CMMI Appraisal Mark on the footer of your page, or create a unique page detailing the importance of your CMMI Appraisal Mark.



## 2. Promote your CMMI maturity level rating on your social channels.

### SOCIAL MEDIA GUIDELINES

Celebrate your achievement with your social media followers. A simple tweet, a Facebook post, and mention on your LinkedIn page will do just the trick. You'll need two things to accompany the post: your Appraisal Mark and the #CapabilityCounts hashtag

### EXAMPLES

#### Twitter

[Company Name] has been appraised at level [2-5] of the @CMMI\_Institute's Capability Maturity Model Integration! #CapabilityCounts

#### Facebook

Committed to continuous improvement and closing the capability gap, [Company Name] has been appraised at level [2-5] of the CMMI Institute's Capability Maturity Model Integration. Congratulations to all those involved! #CapabilityCounts

#### LinkedIn and Google+

Committed to continuous improvement and closing the capability gap, [Company Name] has been appraised at level [2-5] of the CMMI Institute's Capability Maturity Model Integration! What does this mean? [Insert respective maturity level description]

#### **Maturity Level 5: Optimizing**

- Our organization continually improves its processes based on a quantitative understanding of its business objectives and performance needs.

#### **Maturity Level 4: Quantitatively Managed**

- Our organization has established quantitative objectives for quality and process performance.

#### **Maturity Level 3: Defined**

- Our organization's processes are well characterized and understood, and are described in standards, procedures, tools, and methods.

#### **Maturity Level 2: Managed**


- Our organization's projects use processes and are planned and executed accordingly with skilled people.



## 3. Send an email announcement and press release.

### Email Announcement Template

Celebrate your commitment to continuous improvement through direct communications. An email to your professional network, current customers, and internal team members builds awareness of your CMMI appraisal rating.

 **<Organization Name> appraised at CMMI<sup>®</sup> maturity level <2-5>**

**Organization Name**

**Sent:** <Month date, 2016>  
**To:** Joe Smith  
**Cc:** Organization Name

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<Organization Name> receives the highest form of third-party validation.  
[View this in a web browser.](#)  
Add <email@emailaddress.com> to your address book.

Dear <First name / Default = Dear Valued Partner>,

At <Organization Name>, helping you achieve success is our mission. That's why we're proud to announce that the CMMI<sup>®</sup> Institute has appraised us at a CMMI maturity level <2-5>.

CMMI is a process improvement approach that provides organizations with the essential elements of effective processes that ultimately improve their performance.  
<Insert Appropriate Maturity Level Copy>

**What our CMMI maturity level rating means for you:**

- Our work and processes have received the highest form of third-party validation.
- We manage projects with an established set of practices.
- We're dedicated to continuous improvement and producing great work that makes a difference.

To learn more about our CMMI maturity level rating and what it means for your business, visit us at <web page address>.

We look forward to putting our proven dedication to excellence to work for you.

Sincerely,  
<First Name, Last Name>  
<Title>  
<Organization Name>

#### <Maturity Level 2 >

What our CMMI maturity level 2 rating means for you:

- Our work and processes have received the highest form of third-party validation.
- We manage projects with an established set of practices.
- We're dedicated to continuous improvement and producing great work that makes a difference.

#### <Maturity Level 3 >

What our CMMI maturity level 3 rating means for you:

- Our work and processes have received the highest form of third-party validation.
- We take a proactive approach to managing projects and processes.
- We're dedicated to continuous improvement and producing great work that makes a difference.

#### <Maturity Level 4 >

What our CMMI maturity level 4 rating means for you:

- Our work and processes have received the highest form of third-party validation.
- We have established quantitative standards for performance.
- We're dedicated to continuous improvement and producing great work that makes a difference.

#### <Maturity Level 5 >

What our CMMI maturity level 5 rating means for you:

- We stand out among industry peers for capability maturity, with the highest form of third-party validation.
- We use quantitative techniques to optimize and innovate.
- We're dedicated to continuous improvement and producing great work that makes a difference.

#### <Multiple Maturity Levels >

What our CMMI maturity level ratings mean for you:

- Our work and processes have received the highest form of third-party validation.
- We manage projects with an established set of practices.
- We're dedicated to continuous improvement and producing great work that makes a difference.



## Press Release Template

A press release is the perfect vehicle to drive awareness of your CMMI appraisal rating to the masses. You can use this template as the framework to announce the news while adding extra details about your organization. Your press release should be housed on your public online newsroom, sent to all media contacts, and/or distributed over the wire.

[ORGANIZATION; ORGANIZATIONAL UNIT] APPRAISED AT CMMI LEVEL [2-5]

[Date, Location]—[Organization; Organizational Unit] today announced that it has been appraised at level [2-5] of the CMMI Institute's Capability Maturity Model Integration (CMMI)<sup>®</sup>. The appraisal was performed by [name of the lead appraiser's organization].

CMMI is a capability improvement framework that provides organizations with the essential elements of effective processes that ultimately improve their performance.

[Choose the maturity level description that applies to your appraisal]:

[Level 2] An appraisal at maturity level 2 indicates the organization is performing at a "managed" level. At this level, projects have ensured that processes are planned and executed in accordance with policy; the projects employ skilled people who have adequate resources to produce controlled outputs; involve relevant stakeholders; are monitored, controlled, and reviewed; and are evaluated for adherence to their process descriptions.

[Level 3] An appraisal at maturity level 3 indicates the organization is performing at a "defined" level. At this level, processes are well characterized and understood, and are described in standards, procedures, tools, and methods. The organization's set of standard processes, which is the basis for maturity level 3, is established and improved over time.

[Level 4] An appraisal at maturity level 4 indicates that the organization is performing at a "quantitatively managed" level. At this level, the organization and projects establish quantitative objectives for quality and process performance and use them as criteria in managing projects.

[Level 5] An appraisal at maturity level 5 indicates that the organization is performing at an "optimizing" level. At this level, an organization continually improves its processes based on a quantitative understanding of its business objectives and performance needs. The organization uses a quantitative approach to understand the variation inherent in the process and the causes of process outcomes.

[You may choose to add more details about your business, your performance improvement efforts, or your results. A quote from an organizational leader or client will improve your release.]

[You may include the following information if you would like to provide a brief description of the CMMI Institute.]

CMMI Institute ([CMMIinstitute.com](http://CMMIinstitute.com)) is the global leader in the advancement of best practices in people process, and technology. CMMI Institute's promise is to inspire cultures of continuous improvement that elevate performance and create sustainable competitive advantage.

CMMI Institute offers market-driven solutions that provide insights for baselining and optimizing key organizational capabilities, cybermaturity, and data assets to elevate business performance. For over 25 years, thousands of high-performing organizations in a variety of industries, including aerospace, finance, healthcare, information technology, software, defense, transportation, and telecommunications, have achieved sustainable business success through adopting the CMMI and proved they are capable business partners and suppliers. To learn more about how CMMI can help your organization elevate performance, visit [CMMIinstitute.com](http://CMMIinstitute.com).