Financial Engineering to Enhance Shareholder Value Scoring Guide

CRITERIA	NON-PERFORMANCE	BASIC	PROFICIENT	DISTINGUISHED
Evaluate strategies used to increase stock prices and shareholder value.	Does not analyze strategies used to increase stock prices and shareholder value.	Analyzes strategies used to increase stock prices and shareholder value.	Evaluates strategies used to increase stock prices and shareholder value.	Evaluates strategies used to increase stock prices and shareholder value; evaluation includes how strategies will impact the price the stock in the short term or long run based on behavioral models and theories.
Analyze financial statements and ratio analysis to determine the optimal use of cash.	Does not analyze financial statements and ratio analysis to determine the optimal use of cash.	Analyzes financial statements and ratio analysis to determine the optimal use of cash; however, analysis is faulty and does not support claims of how to optimally use cash.	Analyzes financial statements and ratio analysis to determine the optimal use of cash.	Evaluates financial statements and ratio analysis to determine the optimal use of cash
Recommend the best strategies to gain the most optimal performance.	Does not recommend strategies to gain the most optimal performance.	Recommends strategies, but they are not the best ones to gain the most optimal performance.	Recommends the best strategies to gain the most optimal performance.	Recommends the best strategies to gain the most optimal performance; provides quantitative and qualitative data to support recommendations. Justifies strategies with historical examples and other qualitative information.
Evaluate how the recommendations impact the capital structure and the risk of the company and the WACC.	Does not evaluate how the recommendation impacts the capital structure and the risk of the company and the WACC.	Evaluates how the recommendation impacts the capital structure and the risk of the company the WACC; however, the evaluation does not consider all factors and possible implications.	Evaluates how the recommendation impacts the capital structure and the risk of the company and the WACC.	Evaluates how the recommendation impacts the capital structure and the risk of the company and the WACC; provides quantitative and qualitative data to support evaluation. Indicates how the new strategy will be financed and how that will impact WACC and the firm's capital structure.