FILLED-IN EXAMPLE

Maturity Model Builder

Meridian Youth Federation, Member Digital Maturity Path, version 1.0 (a fictional federation)

1. About this model

Model name
Member Digital Maturity Path

Owner (name, role)
Sofia Lindqvist, Member Development Manager

Network (who takes part)
Meridian Youth Federation, national members

Number of partners
26 member organizations

Version
1.0 (after the pilot)

Date
June 2026

Unit assessed
The member organization (national office)

Design team (include partners)
Secretariat (2 people) and 5 member representatives

2. The method, step by step

1. **Purpose and use.** Which decisions the model informs, who assesses, how often, and what it is not for.
2. **Dimensions.** Four to seven themes that do not overlap and cover what the purpose needs.
3. **Levels.** Four or five, each distinct, cumulative and named by its intent.
4. **Descriptors.** One observable state per dimension and level: something you can see, not an adjective.
5. **Evidence.** What shows each level, who provides it and who confirms it.
6. **Validate with partners.** Do they recognize themselves and their language? What is missing?
7. **Pilot and calibrate.** Two raters, three to five partners; rewrite every descriptor they disagree on.
8. **Govern and reassess.** Version it, change it once a year, reassess every 6 to 12 months.

3. What the model is for

Tick every use that applies. Most partner networks need the first two; the third needs stable criteria and enough partners.

- [x] Describe: show where each partner stands today
- [x] Guide: show each partner its next step
- [ ] Compare: count partners per level across regions or cohorts

Question	Your answer
Which decisions will this model inform?	Which members get peer coaching first; what the 2027 digital support fund pays for
What will it never be used for?	Membership status, voting rights or any ranking of members
Who fills it in, and who confirms?	Each member self-assesses; a secretariat officer confirms with the evidence
How often will partners be assessed?	Every 12 months, in October
What does a partner get back from it?	Its own profile, the next step in each area, and peers one level above to learn from

Write this page first and agree it with a few partners. Every later choice, from dimensions to evidence, should serve the decisions listed here.

© 2026 Mourinho Solutions. All rights reserved. Advancer Template from the Advancer blog - Advancer.World - the program management platform.

FILLED-IN EXAMPLE

Maturity Model Builder

Meridian Youth Federation, Member Digital Maturity Path, version 1.0 (a fictional federation)

4. Dimensions

The themes the model covers. Split a broad theme into two or three sub-dimensions; each one becomes a row of the grid on page 3.

#	Dimension (theme)	What it covers	Sub-dimensions (2 to 3)
1	Strategy	Where digital work sits in plans, budgets and rules	Digital plan; data protection
2	Operations	The tools and data the team uses every day	Tools and files; data and reporting
3	People	Who does digital work, and how members reach young people online	Skills and roles; online engagement
4			

- [x] No piece of evidence would count in two dimensions
- [x] Nothing the purpose on page 1 needs is missing

5. Number of levels

- [x] Four levels: no middle box; enough for most partner networks
- [ ] Five levels: only if you can evidence a separate top or middle stage

Why this number: what the levels let you tell apart

Members could evidence four states; a fifth split Embedding in two

6. Levels and their definitions

A short label that says the level's intent, what is true at this level in every dimension, and what is new compared with the level below.

Level	Short label	What is true at this level	What is new compared with the level below
1	Exploring	Digital work depends on individuals and goodwill	The starting point: interest and first attempts
2	Building	The basics are agreed and in place, used by some	Shared tools, a named focal point, written priorities
3	Embedding	Written down, funded, used routinely and checked	Budget, owners, routines and checks
4	Leading	Reviewed, improved and shared with other members	A yearly review; other members learn from it
5	Not used	Dropped before version 1.0	No evidence told the two middle levels apart

Write level 1 as a starting point, not a verdict: "Exploring" opens a conversation, "Deficient" ends it. Each level should build on the one below it.

© 2026 Mourinho Solutions. All rights reserved. Advancer Template from the Advancer blog - Advancer.World - the program management platform.

FILLED-IN EXAMPLE

Maturity Model Builder

Meridian Youth Federation, Member Digital Maturity Path, version 1.0 (a fictional federation)

7. The descriptor grid

One observable state per sub-dimension and level. A partner is at the highest level whose cell, and every cell to its left, is true today.

Dimension	1. Exploring	2. Building	3. Embedding	4. Leading
Strategy: Digital plan	No written plan; one enthusiast drives digital work	Annual plan names digital priorities, each with a lead	Board-approved digital plan with a budget and an owner	Plan reviewed yearly and shared with other members
Strategy: Data protection	No record of what personal data is held	Data inventory and a published privacy notice	Named data lead; consent and retention rules applied	Yearly data review; lessons shared across the network
Operations: Tools and files	Personal e-mail accounts and files on laptops	Shared accounts and one place for files	Agreed tools, access by role, offboarding checklist	Tools reviewed yearly; templates shared with peers
Operations: Data and reporting	Figures rebuilt by hand for every report	One member database, updated every month	Key indicators checked by a second person, on time	Data used in board decisions and shared with peers
People: Skills and roles	Digital work depends on volunteers' goodwill	Digital focal point named; basic training done	Digital tasks in job descriptions; yearly training plan	Staff coach other members; peer learning hosted
People: Online engagement	Occasional posts, no plan	Content calendar with channels for each audience	Young people co-create content; reach measured quarterly	Online campaigns run jointly with other members

8. Test each descriptor

- [x] It names something you could see or hold: a document, a routine, a role, a number
- [x] No adjectives: good, strong, adequate, effective
- [x] One thing changes from the cell on its left
- [x] It cannot be true unless the cell on its left is true
- [x] Two raters reading it would place a partner in the same cell
- [x] A partner at this level would recognize itself in it

9. Calibration notes from the pilot

Sub-dimension	Level	What the pilot showed	New wording
Digital plan	2	One line in the annual plan counted for one rater, not for the other	Annual plan names digital priorities, each with a lead
Data and reporting	3	Unclear who checks the figures; raters split between 2 and 3	Key indicators checked by a second person, on time
Online engagement	2	Raters read "posts regularly" as weekly, or as monthly	Content calendar with channels for each audience

The grid above is version 1.0, after these three rewrites. The same texts are the cells of the program in the platform.

© 2026 Mourinho Solutions. All rights reserved. Advancer Template from the Advancer blog - Advancer.World - the program management platform.

FILLED-IN EXAMPLE

Maturity Model Builder

Meridian Youth Federation, Member Digital Maturity Path, version 1.0 (a fictional federation)

10. Evidence plan

Light at the lower levels, heavier at the top. Ask only for evidence someone will read.

Sub-dimension	Evidence that shows the level	Provided by	Confirmed by
Digital plan	Annual plan or digital plan; board minutes approving it	Member	Secretariat officer
Data protection	Data inventory, privacy notice, consent form, retention rule	Member	Secretariat officer
Tools and files	List of shared accounts; offboarding checklist	Member	Secretariat officer
Data and reporting	Indicator sheet; the last two reports to the federation	Member	Secretariat officer
Skills and roles	Job descriptions; this year's training plan	Member	Secretariat officer
Online engagement	Content calendar; quarterly reach figures	Member	Secretariat officer

11. Validation plan

Step	With whom	When	Done
Partner review workshop	9 members, online, 2 hours	April 2026	Done
Pilot with 3 to 5 partners	4 members, in 3 languages	May 2026	Done
Two raters, same partners	2 secretariat officers, the same 4 members	May 2026	Done
Calibration and sign-off of version 1.0	Member Development Committee	June 2026	Done

12. Versions and reassessment

Reassess every
12 months, every October

Change window
Once a year, January to March

Who approves changes
Member Development Committee

Current version and date
1.0, June 2026

Version	Date	What changed	Why	Approved by
0.9	April 2026	Draft for the member workshop, five levels	First draft	Secretariat
1.0	June 2026	Three descriptors rewritten; fifth level dropped	Raters disagreed in the pilot; no evidence for a fifth level	Committee

Never change a descriptor during an assessment round. When a new version changes a cell, write down how positions from the old version carry over, so no partner drops a level because a sentence was rewritten.

© 2026 Mourinho Solutions. All rights reserved. Advancer Template from the Advancer blog - Advancer.World - the program management platform.