

# Compliance-First Content Operations

## Maturity Self-Assessment Worksheet

Evaluate how well your organization embeds compliance into content operations — and identify your next stage of maturity.



# How to Use This Assessment

**For each statement, rate your organization on a scale of:**

1 = Not in place

2 = Informal / inconsistent

3 = Defined but inconsistently enforced

4 = Structured and enforced

5 = Fully embedded and optimized

**Be honest.** This is diagnostic — not aspirational.



# Section 1: Workflow Structure

**1.1** All marketing assets follow a defined, documented workflow.

1     2     3     4     5

**1.2** Required approvers are clearly defined by role (not ad hoc).

1     2     3     4     5

**1.3** Assets cannot move forward without documented approval.

1     2     3     4     5

**1.4** Approval timelines and SLAs are defined and measurable.

1     2     3     4     5

**1.5** Escalation paths are clear when reviews stall.

1     2     3     4     5

## Section 2: Documentation & Audit Readiness

**2.1** All approvals are captured within a centralized system.

1     2     3     4     5

**2.2** Version history is preserved and retrievable.

1     2     3     4     5

**2.3** We can produce documented approval records within minutes if requested.

1     2     3     4     5

**2.4** Prior versions of regulated materials are archived and accessible.

1     2     3     4     5

**2.5** Audit preparation does not require manual reconstruction of approvals.

1     2     3     4     5

## Section 3: Governance & Permissions

**3.1** User permissions align with role and responsibility.

1     2     3     4     5

**3.2** Publishing rights are restricted and controlled.

1     2     3     4     5

**3.3** High-risk content requires designated approval authority.

1     2     3     4     5

**3.4** Governance policies are documented and actively enforced.

1     2     3     4     5

**3.5** Decentralized teams operate within standardized guardrails.

1     2     3     4     5

## Section 4: Standardization & Risk Reduction

**4.1** We use pre-approved templates for high-risk content.

1     2     3     4     5

**4.2** Required disclosures are standardized and locked where necessary.

1     2     3     4     5

**4.3** Brand guidelines are integrated into content workflows.

1     2     3     4     5

**4.4** Compliance reviews focus on nuance — not basic corrections.

1     2     3     4     5

**4.5** Inconsistent messaging is proactively prevented, not corrected later.

1     2     3     4     5

# Section 5: Asset Governance & Lifecycle Management

**5.1** All finalized assets are stored in a centralized system.

1     2     3     4     5

**5.2** We have clear ownership for asset updates and expiration.

1     2     3     4     5

**5.3** Outdated materials cannot circulate unintentionally.

1     2     3     4     5

**5.4** Outdated materials cannot circulate unintentionally.

1     2     3     4     5

**5.5** Outdated materials cannot circulate unintentionally.

1     2     3     4     5

# Scoring Your Results

Add your total score.  
Maximum score: 125

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## 25–50: Reactive & High Risk

Compliance is largely informal and dependent on individuals.  
Documentation gaps and workflow inconsistencies create exposure.

**Priority:** Establish structured workflows and centralized documentation immediately.

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## 51–75: Process Defined, Not Enforced

Processes exist but are inconsistently applied.  
Risk is reduced, but audit readiness is fragile.

**Priority:** Embed enforcement mechanisms and role-based governance.

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## 76–100: Structured & Controlled

Workflows and documentation are largely structured.  
Risk is managed but optimization opportunities remain.

**Priority:** Automate enforcement and strengthen asset lifecycle controls.

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## 101–125: Compliance-by-Design

Compliance is embedded into infrastructure.  
Audit readiness is continuous.  
Marketing moves with speed and accountability.

**Priority:** Optimize for scale and cross-functional visibility.

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## Reflection Questions

- ➔ Where are approvals still happening outside the system?
- ➔ How quickly could you respond to a regulatory audit request?
- ➔ What percentage of content relies on manual tracking?
- ➔ Is compliance perceived internally as a gate — or as infrastructure?
- ➔ If you doubled content volume next year, would risk increase proportionally?

## Want a deeper diagnostic?

Our team can map your current-state workflow and identify structural risk gaps in under 60 minutes.

Lytho is a creative operations platform built for teams who need to move fast without losing control. From streamlining content creation to managing every asset in a centralized DAM, Lytho gives marketing and creative teams the tools to produce on-brand, compliant content — with the audit trail to prove it. Learn more at [lytho.com](https://lytho.com).



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