

Your Strategy Contents Checklist

Use this checklist to start creating your remarkable growth strategy, go deep on each of the 12 elements below and create a strategy that will drive your tactical execution on a daily basis.

The 12 Key Elements Of Your Growth Strategy	
1	Objectives Targets & Goals – The What – Be specific on your revenue goals, your milestones, KPI's and metrics, so you know whether you are on track or off track.
2	Target Market – The Who – Sectors, Companies & People – Identify what a good fit prospect looks like, firmographic, demographic and psychographics.
3	Positioning – How you position yourself in the market place, brand, values, culture and business positioning
4	The Market & Competitors – Competition analysis and identify opportunities
5	Your Offering – Think through your product ecosystem and how you are going to develop it to tailor to your clients needs.
6	Sales Plan – Revenue and customer goals, sales processes and pipeline management. Conversion before volume.
7	Marketing Plan – Lead generation campaigns, traffic sources, content, social media and sales enablement to add volume to your sales process.
8	Talent & Recruitment Plan – Map out your first 10 hires and positions you will need to fill. You can't do this on your own.
9	Operational Delivery – Plan out how you are going to give a remarkable experience to customers as you deliver your core product, service or solution.
10	Service & Support – How are you going to delight your customers, so they feel valued and appreciated. How will you support them and encourage positive reviews, feedback, referrals and repeat purchases?
11	Systems Development – What does your core platform look like? What will be your connected single source of truth, that is easy to use and allows you to measure everything?
12	Metrics, Analytics & Reporting – What are your top level growth metrics? Your Marketing metrics, your sales metrics and how are you going to measure and report on these from end to end?

Need any help with this activity? [Email me on richard@goberemarkable.com](mailto:richard@goberemarkable.com)