FOUR-PILLAR GROWTH DIAGNOSTIC

THE FOUR PILLARS
OF COST-EFFECTIVE GROWTH

A fast boardroom diagnostic: check each statement you can substantiate.

STRATEGY

Are we focusing on profitable segments?

- [ ] We know our ideal customer profile and strongest use cases
- [ ] 2027 growth bets are ranked by commercial potential

TECHNOLOGY

Is our stack producing measurable value?

- [ ] Our CRM provides trustworthy pipeline data
- [ ] AI and automation save measurable time or money

PROCESSES

Does the commercial engine run reliably?

- [ ] Sales and marketing use consistent stages and definitions
- [ ] Conversion bottlenecks have owners and action plans

PEOPLE

Can our teams execute without extra layers?

- [ ] Roles, responsibilities and decisions are clear
- [ ] Skills gaps have a realistic build / buy / partner plan

NEXT MOVE: Prioritise weakest pillar; assign an owner and 30-day action.