Scorecard: the 7 Essentials of Blueprint Growth



This scorecard allows you to confidentially reflect on the degree to which your company is executing each of the 7 Essentials that drive exponential growth. Honest answers should make you proud of your company's current accomplishments, and acutely aware of areas for improvement. Your answers and Scorecard results will be confidential between you and SalesLabs.

Closing the Growth Performance Gap will turbo-charge your business to achieve exponential revenue growth from being a start-up to your first \$10M, then to \$50M, then to \$1B on one of three Growth Trajectories.

How to use the Scorecard

There are statements below that describe each of the 7 Essentials. Please click on of the circles labeled 1 to 5 depending on whether you agree or disagree with each statement. Save and email your completed scorecard to **growth@saleslabs.com**

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- 1 = Strongly Disagree
- 2 = Slightly Disagree
- 3 = Average / Undecided
- 4 = Slightly Agree
- **5** = Strongly Agree
- N/A = Not Applicable

Essential #1 Create and Sustain a Breakthrough Value Proposition

1. Our products and/or services are creating a new world for customers by uniquely solving a compelling, unmet need						N/A
Our products and services are redefining the market by providing a product of higher perceived value		2 ()				N/A
3. Our products and/or services are streamlining the market by leveraging supply chain advantages to offer lower prices with good enough quality		2 ()				
4. The higher-order benefits (emotional or financial) are the primary reasons that customers buy from this company		2 0				
5. The value proposition provides unique higher order benefits across each product, location, and experience						N/A
6. We clearly articulate to ourselves, our board, and our customers our target market, customer profile, and value provided						N/A
7. The creation and delivery of new products or services dominate this company's product line (or services) offering	_	2	_	_	_	N/A

Essential #2 Exploit a High-Growth Market						
8. We can clearly identify the (demographic and needs) characteristics of the market segment being served		2				N/A
9. The market segment targeted by our products and services is growing at annual compounding rates		2		4 ()		N/A
10. There is an achievable opportunity to grow at least one 'billion-dollar company' in our market segment	1 ()	2 ()	3	4		N/A
11. As far as can be determined, our company's revenue growth rate is greater than our industry peers	1 0	2		4		N/A
12. There is market opportunity to grow our overall business at least 10 times our current size	1 0	2 0		4 0		N/A
13. Our industry has a demonstrated track record for customers buying from small, next generation high-growth companies	1 0	2	3	-		N/A
14. There is a low number of competitors we truly compete with because our product or service is so distinctive	1 C	2	3			N/A
Essential #3 Marquee Customers Shape the Revenue Powerhouse 15. Our best customers partner with our company to define the value of our offering in terms associated with customer benefits not capabilities	1 C	2		4		N/A
16. Our most important customers are providing feedback on product requirements through field trials, surveys and/or advisor councils	1 C	2 ()				N/A
17. Our best customers proactively share the value created from buying and deploying our products and services with other customers	1 0	2 0	3	4 0		N/A
18. A small percentage of our customers account for a disproportionate level of sales	1 C	2 ()				N/A
19. Sales to our best customers are growing at compound growth rates and exceed the growth rate of our company's revenue growth rate		2				-
20. The company uses customer testimonials in most public relations initiatives and/or utilizes	1	2	3	4	5	N/A

customer testimonials at tradeshows

21. Our most important customers proactively sell for us by recommending or introducing us to peers		C			
Essential #4 Leverage Big Brother Alliances 22. We have an explicit strategy to leverage complimentary alliances with bigger companies					N/A
	0	C	O	C	0
23. We have an impactful alliance with a bigger company and we are actively cultivating that alliance		2			N/A
24. We realize significant business benefits from alliances (lower costs, supply, revenues, etc.)		2 0			N/A
25. The executive champions in this company and in its alliance partners are involved in the alliance relationship: communicate regularly about aligned incentives/goals, programs being executed and future plans	1 0	2 0			N/A
26. Our Big Brother alliance partner does not have similar alliances with competitors to our company		2 ()			N/A
27. Alliances account for a measurable impact on our business (i.e. revenue growth or profitability)		2 ()			N/A
28. There is a clearly articulated and agreed on set of win-win interests with our Big Brother alliance partner(s. These interests are regularly checked on and, if necessary, updated		2 ©			N/A
Essential #5 Become the Masters of Exponential Returns					
29. The management is transparent about its financial picture to shareholders and employees; this information is easily accessible		2 ©			N/A
30. This company consistently exceeds management's stated quarterly goals as well as analysts' expectations; when quarterly goals are not met, management quickly takes corrective action as an integrated team	1 0	2 0	3	4 0	N/A
31. Return on investment greatly exceeds the cost of capital	1 0	2 0			N/A
32. The management team balances investment decisions in R&D and SG&A with achievement of earnings. This balance comes from honest discussion and clearly stated long-term goals	1 0	2 ()	3	4	N/A

33. We are generating positive free cash flow	1 C	2 C		4	N/A
34. Free cash flow growth is compounding at a rate equal to or greater than revenue growth	1 0	2 ()	3	4 ©	N/A
35. If this company over-delivers on earnings within the year, it reinvests to accelerate revenue growth or new product development	1 C	2 ©		4	N/A
Essential #6 The Management Team: Inside-Outside Leadership 36. The leadership of this company has a dynamic duo pair of 'C-level' (i.e. CEO, COO) leaders: one is clearly outside-facing and the other is inside-facing (though both acknowledge that these lines sometimes can and should blur)	1 C	2 C	3 C	4 C	N/A
37. Our leadership demonstrates actions based on a consistent set of company values, particularly during times of crisis	1 0	2 C	3	4	N/A
38. Our culture is based on exploration and innovation in a way that is distinctive and that is conveyed to our employees		2 ()	3	4	N/A
39. Leadership takes an active role in problem solving as well as decision making	1 0	2 C		4	N/A
40. Our leadership speaks a common language of innovation and avoids mindset traps that will limit growth	1 0	2 ()	3	4 0	N/A
41. The management team is quick to self-correct and tries to do so effectively and with teamwork	1 0	2 0		4 0	N/A
42. We execute cross-functional initiatives well	1 0			4	N/A C
Essential #7 The Board of Directors: Comprised of Essentials Experts 43. The board of this company is not dominated by investors and management team members but instead includes CEOs of other high-growth companies, plus customers	1 C	2 C		4	N/A
44. There is a CEO on the board who had grown an exponentially growing business that has achieved revenue equal to your next goal (e.g. \$10M, \$50M, \$100M, \$1B in revenue)	1 0	2		4	N/A

45. There is a board member who understands and represents customer requirements	C	2 ()				N/A
46. A Big Brother alliance partner is an active member of the Board of Directors	1 0	2				N/A
47. A well-respected community member is a member of the Board of Directors		2				N/A
48. The board focuses more on the long-term growth of the business than achieving "short-term" returns for investors		2 ()				N/A
49. The management team is well prepared for board meetings and "the best it can be" when engaging with board members		2 ©				N/A
Linking the 7 Essentials 50. The management team of this company meets regularly with our most important customers - and when we do we listen carefully and non-defensively						
51. This company measures and optimizes its initiatives to maximize profitability per customer	1	2 0	3	4	5	N/A
52. The suppliers of this company are a strategic source for lower cost or highly differentiated products or services		2 C				N/A
53. Marquee Customers and Big Brother Alliance partners proactively helping to grow our market or our share of the market						N/A
54. The research and development resources of this company work directly with leading customers						N/A
55. The management clearly identifies top strategic priorities that are shared with all employees						N/A
56. High performance, cross-functional teamwork is an established work/culture norm		2				N/A
NAME EMAIL						
COMPANY JOB TITLE						