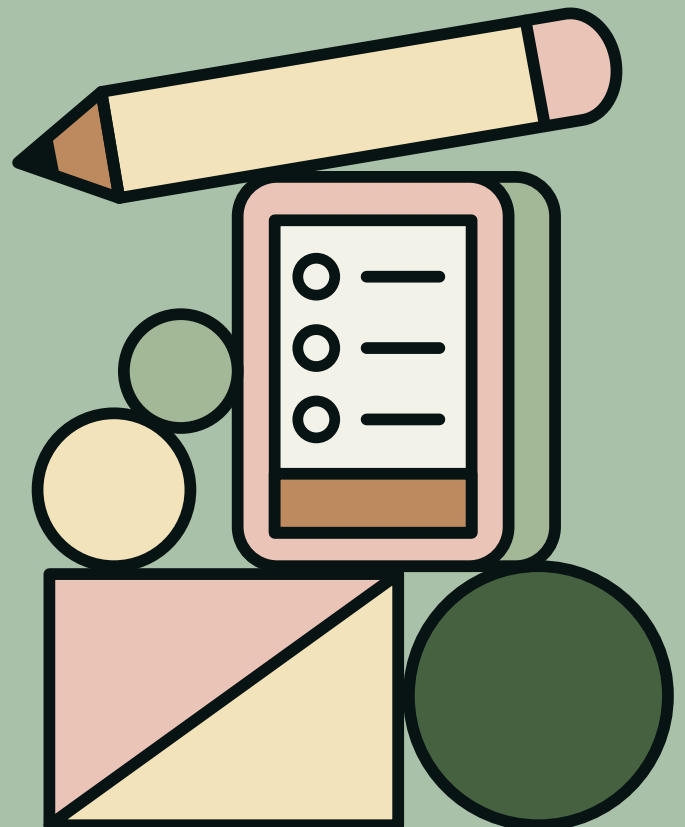


The Growth Mapping Checklist





The Growth Mapping Checklist

If you’re deciding where to place your next strategic bet, start here. This quick tool helps assess how ready your team is to identify and act on opportunity.

How would you describe your growth plans?	<input type="checkbox"/> We feel stagnant and need a new direction/sense of purpose to kick-start growth	0
	<input type="checkbox"/> We’re having difficulty keeping pace	3
	<input type="checkbox"/> We’re growing strategically and are continually keeping our eye open for future opportunities	5
How are you capturing new opportunities?	<input type="checkbox"/> We have an effective process for discovery and delivering on new opportunities	5
	<input type="checkbox"/> We see new opportunities but can’t carve out time to pursue them.	3
	<input type="checkbox"/> We need a pivot	1
How well are your products or services meeting market demand?	<input type="checkbox"/> Demand has shifted, and we need a strategy to capture new markets or revenue sources	1
	<input type="checkbox"/> We’re now feeling the pressure from new competitors	3
	<input type="checkbox"/> We’re a leader in our category	5
How strategic are your innovation investments?	<input type="checkbox"/> We ensure every decision is aligned with our purpose and strategy.	5
	<input type="checkbox"/> We’re risk averse and don’t know where to invest.	3
	<input type="checkbox"/> We’re chasing everything (and we’re exhausted)	1
How equipped is your team to scale?	<input type="checkbox"/> Our team is burned out or can’t get out of its own way	1
	<input type="checkbox"/> We have difficulty finding the right senior talent	2
	<input type="checkbox"/> We have the experience and expertise and are ready to scale.	5
TOTAL POINTS		

How did your team do?

Add up the points to calculate how well your organization is ready to take advantage of opportunities that arise.

0-5 points: Don’t let opportunity pass you by
Too much focus on delivery, too little on innovation. Without space to explore and validate new ideas, you risk building things that don’t move the needle.
Next step: Implement a process that reveals where the real opportunities lie — and makes acting on them possible.

6-12 points: Opportunity is knocking. But are you ready to answer?
You value innovation — but it may not be baked into how you work. Shift from ideas to action by prioritizing meaningful customer value over surface-level output.
Next step: Use assessments like this to guide where to focus, when to pivot, and how to build with confidence.

13-15 points: Opportunity awaits!
You’ve built a culture of innovation and a team that understands what matters to customers. You’re ready to move fast — and smart.
Next step: Let’s talk about how to refine your bets and build what’s next.