# One-Page Strategic Growth Map

A Clear Map to Align, Activate, and Accelerate Growth

## Activate

**What must we focus on—and how will we move?**

**Prompts to Consider:**
1. **Clarity of Focus** – What are the 1–3 priorities that matter most right now?
2. **Clarity of Execution** – What actions, habits, and systems drive momentum?
3. **Clarity of Ownership** – Who owns what, and how do we stay accountable?

**Example Quarterly Priorities**
1. Launch new offer for founder-led nonprofits
2. Fill two new Growth Circles
3. Build out onboarding automation

**Owner + Due Date + Status**
Each priority has a single owner and a firm deadline
Launch nonprofit coaching offer | James, June 15 🔴
Build Growth Circle outreach list | Megan, June 20 🟢
Set up onboarding scripts | Alex, June 30 🟡

**Daily & Weekly Rhythm**
Review this plan daily and reset priorities every 90 days.
Track progress weekly in team check-ins.
CEO removes one blocker per week.

## Accelerate

**What's working—and how do we grow it?**

**Prompts to Consider:**
1. **Clarity of Metrics** – What will we track weekly or monthly?
2. **Clarity of Feedback** – What signals tell us to pivot, double down, or cut today
3. **Clarity of Scale** – How do we turn wins into systems?

**Growth Metrics**--the last 7 days, reporting every Monday
• Conversations (Calls or Chats)
• Decisions (New revenue)
• Churn / Retention Rate

**Feedback Loops:**
• Weekly reviews of campaign results
• Quarterly Initatives--Are we on/off track? Blockers?
• What clients are winning/not winning and why?

**Common Traps:**
Chasing new tactics instead of scaling what's proven

## Center on Purpose

**Lay the foundation with clarity on purpose, people, and positioning.**

**Tip:** Keep it simple and clear about who benefits and how.

**Example:** "We help mission-driven teams grow beyond chaos—with clarity and results."

## Align

**Why do we exist—and who benefits?**

**Prompts to Consider:**
1. **Clarity of Purpose** – Why do we exist? (Mission, vision, & values)
2. **Clarity of People** – Who do we serve? Who's on the team? And how do we show up together? (Ideal customer, team, & culture)
3. **Clarity of Plan** – What are we aiming at? (Strategic priorities, goals, & market positioning)

**Example Plan:**
**Purpose:** "We help founder-led teams break free from chaos and scale with clarity"

**Team:** Humble, Hungry, High Ownership

**ICP:** Founder-led, purpose-driven teams stuck at $25k/month in recurring revenue, ready to scale but hitting internal roadblocks.

**Common Traps:** Getting stuck in tactics without a clear strategy.

**Positioning:** By 2028, The Growth Executive has helped 1,000 founder-led teams scale past $10M with confidence. We're the go-to growth partner for mission-driven orgs.

## Metrics

**What are we tracking to measure progress?**

**Prompts to Consider:**
1. **Patterns -** What patterns are emerging in our results?
2. **Process** – What's repeatable, teachable, or automatable?
3. **Feedback** – How do we know who is winning and why?

Example Metrics

| What are we measuring? | Value | When do we review? | Status |
|---|---|---|---|
| Monthly Revenue | $50,000+ | Monthly | 🟢 |
| New Leads | 100/week | Weekly | 🟡 |
| New Customers | 10/week | Weekly | 🔴 |
| Retention Rate | 95% | Monthly | 🟢 |