

The MAGIC Framework

Your operating blueprint for scaling a SaaS company with clarity, focus, and accountability.

MAGIC is a structured, EOS-inspired operating framework purpose-built for SaaS companies scaling between \$1–10M ARR. It connects strategy to execution through a simple weekly cadence and a shared language across leadership, product, sales, and customer success.



Each pillar of MAGIC produces concrete artifacts and decisions — not just alignment.

The Five Pillars of MAGIC

M — Mission & Strategy

Define where you are going and how you win.

Key Deliverables
Mission & vision
Core values
ICP & positioning
Marketing & growth strategy
North star metrics

A — Alignment & Accountability

Ensure every team member knows what matters and who owns it.

Key Deliverables
Clear ownership
Role clarity
Leadership scorecards
Accountability rhythms

G — Goals & Execution

Turn strategy into quarterly and weekly execution.

Key Deliverables
Quarterly OKRs
Weekly commitments
Blocker resolution
Quarterly Business Reviews

I — Insights & Data

Make decisions based on truth, not anecdotes.

Key Deliverables
SaaS KPIs
Churn signals
Usage metrics
Weekly reviews

C — Continuous Improvement

Systematically improve performance every week.

Key Deliverables
Root-cause analysis
Process improvement
Retrospectives
Compounding gains

Together, MAGIC creates a shared operating system — turning weekly meetings into momentum and metrics into action.