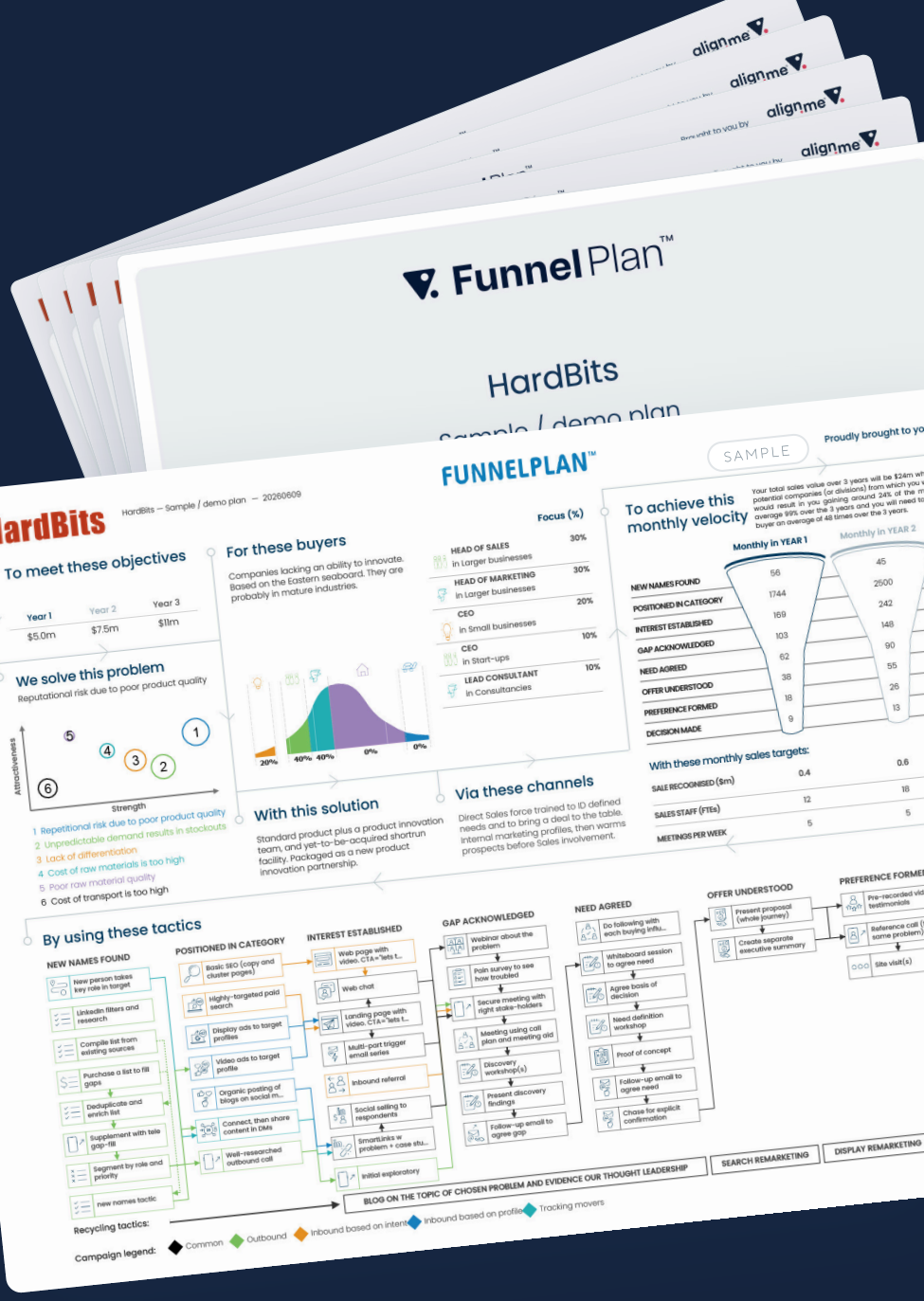
CAP - COHORT ACCELERATION PROGRAM

Twelve partners. Twelve plans. One room.

Six to twelve partners plan in the same room at the same time, each leaving with their own go-to-market plan.



alignme

THE TWO PROBLEMS YOU LIVE WITH

Facilitated planning does not scale down.

For many partners, one-to-one facilitation is uneconomic, or is not available in their language and country. They go without a plan, and planning reaches only a handful of the ecosystem.

A modest question gets a premium answer, or none.

Bringing a group of partners onto a marketplace does not need each one replanned from scratch, yet the choice is usually a full programme each or generic training that leaves nobody with a plan.

Many partners in one room, each with a real plan of their own.

CAP is a cohort programme, typically two days, led by a Funnel Coach with the whole cohort present. We start by finding which roadblocks most need clearing for each partner, and planning the remedy. Each partner then builds an accelerated go-to-market plan that assumes those roadblocks will be dealt with. We close by pulling it all together into a concrete plan of action for each partner.

Every partner works on their own plan throughout, in their own Funnel Plan, so nobody leaves with a generic output. And the room itself adds value: partners hear how their peers think about the same problems.

For you, it reaches the partners a facilitated programme cannot.

Where a partner's size, language or geography makes one-to-one facilitation uneconomic or impractical, a cohort delivered in-country and in-language is often the only viable route to a real plan. And where the question is modest, such as bringing a group of partners onto a marketplace, a cohort matches the size of the question.

26	600+	4,000+	50
years.	projects.	plans.	countries.

WHAT YOU ACTUALLY GET

Typically two days, many partners, one plan each.

HOW THE TWO DAYS RUN

Roadblocks first

Two hours finding which roadblocks most need clearing for each partner, and planning the remedy.

The plan

Each partner builds an accelerated go-to-market plan, assuming those roadblocks will be dealt with.

A plan of action

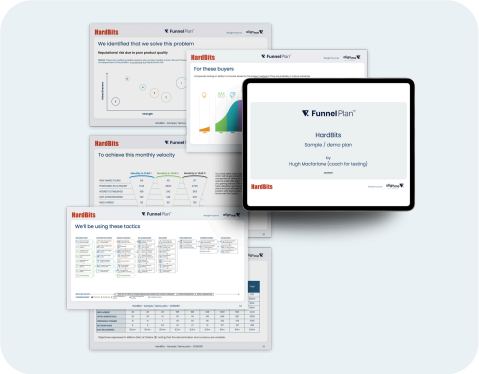
The final two hours pull it all together into concrete actions for each partner.

WHAT EACH PARTNER LEAVES WITH



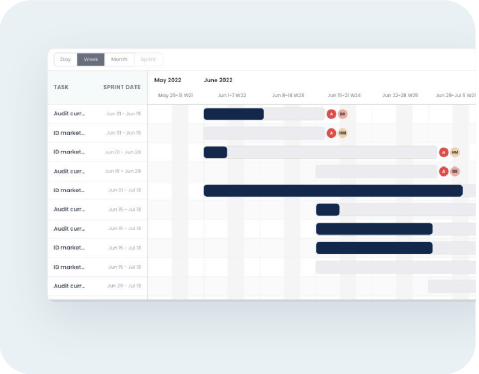
A plan of their own

Their own one-page plan, in their own Funnel Plan.



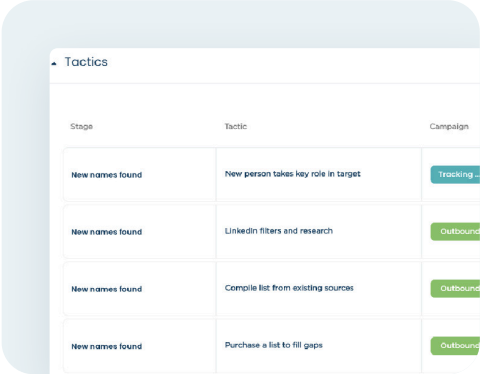
The strategy deck

A 30-page presentation explaining the strategy in full.



The project plan

A detailed plan of the work, managed in a live project execution framework built for go-to-market.



Execution briefs

A detailed brief for every tactic in the plan.

AFTER THE TWO DAYS

Guidance of their own

The Funnel Coach reviews each partner's documented plan, in its own Funnel Plan, and gives that partner its own guidance on improving the plan and on putting it into action.

Content shown is sample content from the HardBits demonstration plan.

THE LADDER

GTM Basecamp

Self-service, AI-guided



FOR

Every partner in your ecosystem

CAP

Cohort, six to twelve partners in a room



FOR

Modest scope, or language and geography constraints

PTP Core and the PTP modules

Facilitated, white-glove, unchanged

FOR

Partners the evidence says are ready

WHAT WE WOULD NEED FROM YOU

A cohort

At least five partners locally or virtually, ten if international.

A place and a language

Where the cohort will meet, and in which language.

Agreed commitments

Promote it, and see every partner through.

A named owner

Someone to judge whether it worked.

CAP brings the method to partners a facilitated programme cannot reach.