

The Growth Strategy Checklist is your baseline-level assessment of how much rock-solid information you have on growth opportunities before you. Answer each of these questions on a scale of 1-7, with 1 being “I have no idea” and 7 being “I absolutely know that.” These questions should take you no more than 10 minutes to answer and help you determine where you need to expand your knowledge and insight before making a decision on which growth path to take.

MARKET

- How well do you know the size of the market?
- How well do you know how fast the market growing
- How well do you know of any outside threats from other markets that may surface?
- How well do you know of any trends in technology, supply chain, regulations, or other areas that might impact the market?

CUSTOMERS

- How well do you know the segments of customers in this market?
- How well do you know of any unmet needs or changes in behavior that are happening with this market’s customers?
- How well do you know of the level of loyalty that customers have toward their providers?
- How well do you know of the criteria customers use when purchasing?
- How well do you know the likelihood and difficulty of customers switching providers?

COMPETITORS

- How well do you know how customers perceive your competitors in this space?
- How well do you know who the leaders in this market are?
- How well do you know where your competitive position might be in the overall market relative to other companies?
- How well do you know whether or not your competitors can replicate your core offerings?
- How well do you know the degree of intensity between competitors in this market?

YOUR COMPANY’S CAPABILITIES

- How well do you know your company’s key capabilities?
- How well do you know the critical capabilities required to successfully pursue the growth opportunity?
- How well do you know how your company’s key capabilities match the required capabilities?
- How well do you know how to fill any capability gaps to ensure the growth opportunity is successfully pursued?

