

A PROFITABLE GROWTH BASELINE ASSESSMENT

Use the Growth Alignment Map with your leadership team.

A simple guide for turning six individual views into one focused growth conversation.

The map is not a report card. It is a way to see where the leadership team is aligned, where it is not, and what could constrain profitable growth before another quarter passes.

How to use it

1	Complete it privately	Each leader completes the six dimensions without negotiating a group answer first.
2	Compare the pattern	Put the results side by side. Pay attention to low scores and to large differences between leaders.
3	Name the constraint	Discuss the lowest two dimensions first. Ask what is actually causing the gap - not who is to blame.
4	Choose one next move	Leave with one owner, one near-term proof point, and a date to review progress.

Suggested meeting length: 30-45 minutes. The goal is clarity and a next move, not a perfect consensus score.

THE SIX DIMENSIONS

What the map is asking your leadership team to examine.

Every dimension is a capability required to turn growth intent into repeatable results. A strong score in one area does not eliminate a weakness in another.

01 Sustainable Change Capability

Why it matters: Growth plans fail when the organization lacks sufficient discomfort with the current state, a shared vision of the future, or the skills to make the change stick.

Ask the team: How strong are our discomfort, vision, and skills - individually and together?

02 Voice of Customer and Differentiation

Why it matters: Profitable growth depends on a clear view of what customers value and how each product or service line is meaningfully different.

Ask the team: Can we describe the customer need and our differentiation the same way?

03 Go-to-Market and Sales Effectiveness

Why it matters: A growth strategy has to be translated into commercial action, market feedback, and learning from wins and losses.

Ask the team: What is the market telling us, and how reliably are we using it?

04 Clarity and Accuracy of SWOTs

Why it matters: A useful SWOT is evidence-based and segment-specific. It gives the team a shared picture of the real strategic landscape.

Ask the team: Where are we relying on assumptions rather than an honest view of strengths, weaknesses, opportunities, and threats?

05 Growth Constraints Identification and Management

Why it matters: Until the real constraint and its cause are named, teams often work hard on the wrong things. Measures and targets turn insight into management.

Ask the team: What is actually slowing growth, what causes it, and how will we know it is improving?

06 Action Prioritization and Execution

Why it matters: Growth requires a shared way to select a few important actions, launch them well, and execute across functions instead of in silos.

Ask the team: Do we have one playbook for turning priorities into completed, measurable work?

READ THE RESULTS

The score starts the conversation. It does not end it.

Your total score places the team on a continuum. The more valuable diagnostic is often the pattern underneath it: the lowest dimensions and the places where leaders see the organization very differently.

TOTAL	DIAGNOSTIC	WHAT TO DO WITH IT
6-9	Danger zone	Act now. Close the lowest three gaps quickly.
10-14	Behind the curve	Focus the leadership team on the lowest two elements.
15-19	Muddling along	Strengthen the lowest two before they limit the next stage of growth.
20-24	Strong with room to improve	Protect the stronger capabilities and improve the lower two.
25-30	World-Class Leader	Keep changing; do not become complacent.

A 30-45 minute team conversation

5 min	Start with the pattern	Review the range of individual scores. Do not average away major differences.
15 min	Discuss the lowest two	For each: What evidence supports this score? What is the underlying cause? What would a one-column improvement look like?
10 min	Choose the constraint	Select the one issue that, if improved, would unlock the most progress across the other dimensions.
5 min	Commit the next move	Name an owner, a 30-day proof point, and the next check-in date.

MOVE FROM INSIGHT TO ACTION

The next 30 days matter more than the next 18 months.

The map is useful when it turns an honest diagnosis into a practical leadership move. Keep the first move small enough to prove, but meaningful enough to matter.

What should we stop doing?

Name activity that consumes attention but does not address the actual constraint.

What must be true in 30 days?

Choose a proof point the leadership team can see, not a vague aspiration.

What will we review together?

Set the date now, and use the same evidence to check whether the change is taking hold.

WHEN TO GO DEEPER

If your score is 19 or below, The Growth Workshop is the recommended next step: a focused, three-hour leadership retreat to identify the constraint, align on what matters, and decide what to do next.

A stronger score still shows which capabilities to protect and improve.

Explore The Growth Workshop: go.metaexperts.com/growth-workshop