

Growth Diagnostic Framework

Surface your three biggest growth gaps. Build a 90-day plan to close them.

This is the same diagnostic I run in the first week of every fractional engagement. Give it 15 minutes. The gaps will jump out.

How to use this framework

Score each area from 1 (broken) to 5 (operating well). Be honest. The point is not to feel good about where you are. The point is to find the three gaps that are costing you the most revenue right now.

Once you have your scores, the three lowest areas become your 90-day priorities. One owner per gap. One measurable outcome per gap. Weekly check-ins.

1. Product-Market Fit

- Do you have clear ICP documentation that sales actually uses?
- Can you articulate your differentiation in one sentence a buyer would repeat?
- Is your win rate above 25% for qualified opportunities?
- Do you have a feedback loop from lost deals back to product?

Score (1-5): ____ Gap owner: _____ 90-day target: _____

2. Funnel Health

- Do you know your conversion rate at every stage of the funnel?
- Is there a single source of truth for pipeline data?
- Can you identify where the biggest drop-off happens?
- Are marketing, sales, and product aligned on what a qualified lead looks like?

Score (1-5): ____ Gap owner: _____ 90-day target: _____

3. Unit Economics

- Do you know your CAC, LTV, and payback period?
- Are these numbers updated monthly, not annually?
- Is your LTV:CAC ratio above 3:1?

- Can you tie marketing spend to closed revenue within 90 days?

Score (1-5): ____ Gap owner: _____ 90-day target: _____

4. Revenue Cadence

- Is there a weekly pipeline review with product and sales in the room?
- Do you run a monthly forecast that leadership trusts?
- Is there a quarterly business review that drives real decisions?
- Does one person own the revenue number end-to-end?

Score (1-5): ____ Gap owner: _____ 90-day target: _____

5. Team and Handoffs

- Is the handoff from marketing to sales documented and followed?
- Is the handoff from sales to customer success clean?
- Do teams share KPIs, or does each team optimize for its own metric?
- Is there a single person accountable when a deal stalls between teams?

Score (1-5): ____ Gap owner: _____ 90-day target: _____

6. Attribution and Measurement

- Can you tell which channels drive revenue, not just leads?
- Is your attribution model multi-touch or last-click?
- Do you have a dashboard that the CEO and the marketing lead both trust?
- Are you measuring leading indicators, not just lagging ones?

Score (1-5): ____ Gap owner: _____ 90-day target: _____

Your 90-Day Action Plan

Write down your three lowest-scoring areas. These are your priorities.

1. **Gap:** _____
Owner: _____ Target metric: _____ Deadline: _____

2. **Gap:** _____
Owner: _____ Target metric: _____ Deadline: _____

3. **Gap:** _____
Owner: _____ Target metric: _____ Deadline: _____



Want help applying this to your business? Book a 30-minute diagnostic call at pmguru.org/booking. No pitch. Just a focused look at your gaps.