

The 10X Business Growth Map

Organization Name: _____

Date: _____

Reputation (Get/Keep/Grow)			Productivity (Better/Faster/Cheaper)			
Customers Key Question: What 1-3 metrics indicate relationship health in those who pay us (e.g., NPS, LCV, etc.)?	Employees Key Question: What 1-3 metrics indicate relationship health in those we pay (e.g., eNPS, engagement scores, retention rates, etc.)?	Shareholders Key Question: What 1-3 metrics indicate relationship health in our investors and partners (e.g., valuation, distributions, etc.)?	Sell Key Question: What 1-3 metrics indicate productivity in our sales process (e.g., close ratios, sales cycle, etc.)?	Buy/Make/Deliver Key Question: What 1-3 metrics indicate productivity in our operations process (e.g., gross margin, quality measurements, speed, etc.)?	Administrative Key Question: What 1-3 metrics indicate productivity in our admin processes (e.g., relevance, speed, data accuracy, etc.)?	

Foundation, Core & 10+ yr. (Why?)	3 yr. (Where?)	1 yr. (What?)	Qtr. (How, Who & by When?)
Ultimate Aspirations Key Question: What are the financial results we seek, the difference we want to make, and the legacy we intend to endure?	Core Focus (Hedgehog) Key Question: What CAN and CAN'T we be the best in the world at? What drives our economic engine? What are we most passionate about?	Metric Targets Key Question: What are the key financial and non-financial metrics targets we aim for in 3 years?	Metric Targets Key Question: What are the key financial and non-financial metrics targets we will reach this year?
Core Values Key Question: What are the common, acceptable behaviors of our team?	Sandbox Key Question: Where do we play? - Geography - Industry - Vertical - Segment	Marketplace Attributes Key Question: What are the attributes of our marketplace?	Key Initiatives Key Question: What are the top 5 goals we plan to accomplish this year, the #1 of those five?
	Core Customer Key Question: Who is the individual most likely to buy our product/service in the quantity necessary for us to optimize our profitability?	Differentiating Activities Key Question: What is the set of 3-5 differentiating activities that give us a unique and valuable position in our marketplace?	Critical Number(s) Key Question: What is the most important financial or operational constraint we must address over the next 12-18 months?
	Value Proposition & Brand Promise(s) Key Question: What are our Core Customer's jobs to be done, and what unique brand promise(s), associated KPI(s), and guarantee do we make to ensure these jobs get done?	Key Capabilities Key Question: What are the 3-5 capabilities we need to develop?	Contingencies Key Question: What pre-vetted contingencies could we pull off the shelf and activate within 6-12 months if needed?
	Flywheel Key Question: What are the 4-6 replicable successes that, when energy is applied to any part, cause our organization to build momentum?	One Phrase & X-Factor Key Question: What is our simple strategy statement? Key Question: What is the key constraint in our market category that we solve, giving us a 10-100X advantage? (Once known, keep this confidential!)	Right Drivers Key Question: What are the 2-5 specific drivers contributing to the success of our Critical Number in the next 90 days – in addition to our regularly forecasted metrics?
Core Purpose Key Question: What is our company's reason for existence beyond profit?	BHAG Key Question: What will our company BE in 10-30 years?	3HAG Key Question: What will our company BE in 3 years?	1HAG Key Question: What will our company BE at the end of this year?
			QHAG / Theme Key Question: What is our theme tied to our #1 thing for the quarter?

Dynamic S.W.O.T. Analysis			
Strengths (Core Competencies) Key Question: What are the key strengths that represent our core competencies?	Weaknesses (Inherent Limitations) Key Question: What are the inherent weaknesses and limitations we are unlikely to eliminate?	Opportunities (Potential Contingencies) Key Question: What opportunities could we vet to become contingencies for our company?	Threats & Trends Key Question: What threats and trends must we be aware of, good or bad?