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THE GROWTH ENGINE SCORECARD

HOW TO EVALUATE THE PREDICTABILITY, SCALABILITY &
SUSTAINABILITY OF YOUR REVENUE PIPELINE

By

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WHY THIS MATTERS

Most CEOs and founders think they have a product problem—when they actually have a traction problem. This scorecard helps you diagnose whether your growth engine is truly systematic or just lucky.

Based on Gabriel Weinberg's Bullseye Framework and Revenue Science methodology, this assessment measures your growth system across four critical dimensions that separate predictable growth engines from reactive growth patterns.

The 50/50 Rule Check: Before you begin, honestly assess: Are you spending 50% of your leadership time on traction, or are you falling into the product development comfort zone?



SCORING METHOD

SCORE	MEANING	BUSINESS IMPACT
1	Absent or broken—no process, random activity	Growth by accident only
2	Inconsistent—some visibility, no repeatability	Cannot forecast or scale
3	Emerging—processes defined, partial consistency	Growth is people-dependent
4	Managed—metrics tracked, mostly predictable	Can model and forecast
5	Optimized—data-driven, compounding advantage	Systematic competitive edge

SECTION I: FOCUS - CHANNEL DISCIPLINE & STRATEGY

Are you systematically testing your way to market dominance, or trapped by channel bias?

#	Assessment Question	Score (1-5)
1	We have clearly defined our traction goal and critical path (e.g., awareness → demo → proposal → close)	0 <input type="text"/>
2	We've systematically evaluated all 21 traction channels, not just the 3-4 we're comfortable with	0 <input type="text"/>
3	We run parallel channel experiments using the Bullseye Framework (outer → middle → inner ring)	0 <input type="text"/>
4	Leadership allocates resources based on channel ROI data, not intuition or past success	0 <input type="text"/>
5	Our marketing, sales, and product teams align on the same traction objectives and success metrics	0 <input type="text"/>
6	We have a disciplined process for finding the next core channel when current ones plateau	0 <input type="text"/>

Subtotal (Focus): 0 / 30

SECTION II: MEASUREMENT - DATA FOUNDATION & PREDICTABILITY

Can you mathematically model your path from current state to growth targets?

#	Assessment Question	Score (1-5)
7	We track the complete funnel with clear conversion rates at each stage of our critical path	0 <input type="text"/>
8	We know our true CAC (including fully loaded costs) and LTV for each major channel	0 <input type="text"/>
9	Our revenue forecasting model consistently predicts within ±10% accuracy	0 <input type="text"/>
10	Marketing attribution data is clean, trusted, and integrated across all systems	0 <input type="text"/>
11	We can model scenarios: "To hit \$X revenue, we need Y leads at Z conversion rates"	0 <input type="text"/>
12	Growth meetings focus on leading indicators and input metrics, not just lagging revenue outcomes	0 <input type="text"/>

Subtotal (Measurement): 0 / 30

SECTION III: CONVERSION - PIPELINE EFFICIENCY & VELOCITY

Are prospects predictably moving through your behavioral funnel?

#	Assessment Question	Score (1-5)
13	We understand and actively manage conversion rates at each pipeline stage	0 <input type="text"/>
14	Sales velocity (time from lead to close) is tracked, benchmarked, and consistently improving	0 <input type="text"/>
15	Our lead nurturing process is automated yet personalized, based on behavioral triggers	0 <input type="text"/>
16	We have documented playbooks for handling common objections and accelerating deals	0 <input type="text"/>
17	Conversion rates are improving quarter over quarter through systematic optimization	0 <input type="text"/>
18	We've identified and removed the primary bottlenecks that slow pipeline flow	0 <input type="text"/>

Subtotal (Conversion): 0 / 30

SECTION IV: OPTIMIZATION - LEARNING VELOCITY & COMPOUNDING GROWTH

Are you learning and compounding faster than your competitors?

#	Assessment Question	Score (1-5)
19	We run systematic A/B tests and channel experiments with disciplined measurement protocols	0 <input type="text"/>
20	Customer feedback and behavioral data drive continuous refinement of our growth model	0 <input type="text"/>
21	We document learnings and systematically convert successful experiments into repeatable processes	0 <input type="text"/>
22	Our growth system can operate and improve without founder involvement in day-to-day execution	0 <input type="text"/>
23	We have early warning indicators that predict when channels are declining before revenue drops	0 <input type="text"/>
24	Growth team reviews focus on testing velocity and learning rate, not just current performance	0 <input type="text"/>

Subtotal (Optimization): 0 / 30

YOUR GROWTH ENGINE **DIAGNOSIS**

SCORE INTERPRETATION

Your Score: 0 / 120

TOTAL SCORE	GROWTH ENGINE STATUS	STRATEGIC PRIORITY
100-120	Predictable Growth Engine	Continue optimizing while preparing for next S-curve
80-99	Emerging Predictability	Tighten measurement and systematize what's working
60-79	Reactive Growth	Build systems around people-dependent processes
40-59	Random Growth	Start with Focus—audit all 21 channels systematically
Below 40	Survival Mode	Implement basic measurement and find one working channel

Your 90-Day Action Plan



STEP 1: IDENTIFY YOUR WEAKEST LINK

- Lowest scoring section = immediate priority
- This is your system's constraint—fix this first



STEP 2: SET YOUR IMPROVEMENT TARGET

- Goal: Raise your lowest section by +1 point average
- Focus beats perfection—one section at a time



STEP 3: APPLY THE BULLSEYE FRAMEWORK

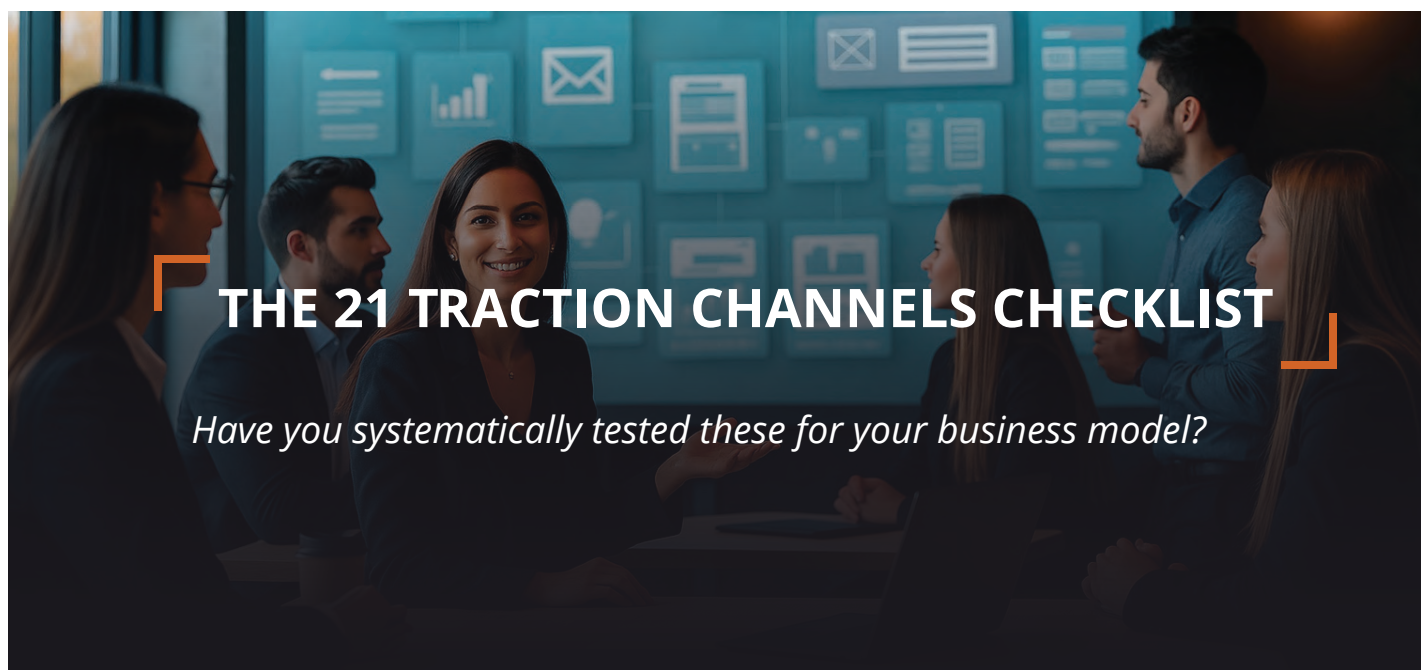
- List all 21 potential channels for your business
- Run 3-5 small experiments in parallel
- Double down on what shows early traction signals



STEP 4: INSTALL YOUR REVENUE SCIENCE RHYTHM

- Weekly: Review leading indicators and pipeline velocity
- Monthly: Analyze channel ROI and conversion trends
- Quarterly: Re-score this assessment and adjust strategy





THE 21 TRACTION CHANNELS CHECKLIST

Have you systematically tested these for your business model?



DIRECT CHANNELS:

- ☒ Sales (inside, field)
- ☒ Direct mail & print ads
- ☒ Cold calling/outreach
- ☒ Email marketing
- ☐ Channel partners



DIGITAL MARKETING:

- ☒ Answer & Search Engine Optimization (AEO, SEO)
- ☒ Paid digital marketing (SEM, PPC, Display)
- ☒ Social media marketing
- ☒ Contentmarketing



TRADITIONAL PR & MEDIA:

- ☒ Public relations
- ☒ Unconventional PR
- ☒ Offline ads (radio, TV, OTT, print)



EVENTS & COMMUNITY:

- ☒ Trade shows & conferences
- ☒ Speaking engagements
- ☒ Webinars & virtual events
- ☒ Partnerships & Co-marketing
- ☒ Sponsorships



ENGINEERING & PRODUCT:

- ☒ Engineering as marketing (free tools/calculators)
- ☒ Viral marketing features
- ☒ Existing platforms (app stores, marketplaces)
- ☒ Affiliate programs