

Market Fit Growth Plan Templates

Intro

“Failing To Prepare Is Preparing To Fail”

Trevor my under 21's Rugby coach*

“If you don't know where you are going, any road will get you there.”

Lewis Carrol

Actually to make this tangible,

‘A business plan creates 30% greater chance of growth’**

MARKET

*Trevor probably stole this from Benjamin Franklin

**<https://excellentbusinessplans.com/a-business-plan-creates-30-greater-chance-of-growth/>

Intro

This template is broken into three sections

1. BLANK TEMPLATES

Three blank templates for you to use

1. The Growth plan one pager.
2. Strategic plan: You can go the next level deeper than the Growth Plan with this Strategy Plan. Create one plan for each strategy you have, we recommend only three strategies.
3. Tactical Execution Plan: If you want to convert your strategy into tactics and your tactics into a roadmap or timeline, use this template, again one per tactic and a maximum of three tactics per strategy.

2. HOW TO GUIDES

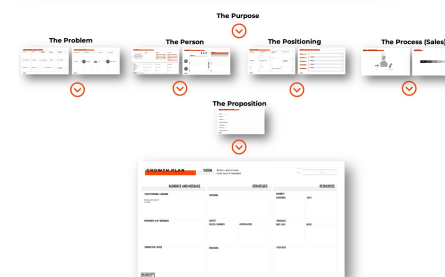
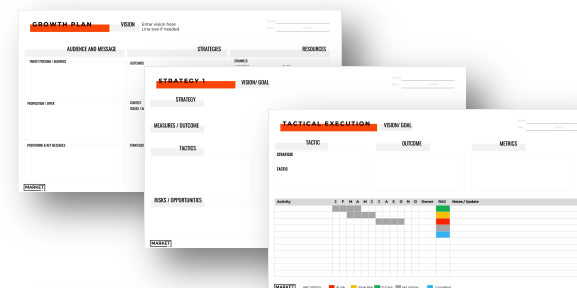
A how to guide for each of the template.

3. HOW WE CAN HELP

Most businesses struggle with developing a Growth Plan, due to

- Lack of process
- The time it takes
- Getting buying from the wider business
- Or prioritising what is in and what is out of the plan

We have a process where we work you and your team to quickly & simply create an integrated growth plan, one your whole business will buy into.



Templates

GROWTH PLAN

VISION

Enter vision here
Line two if needed

Period: _____

Date: _____ Version: _____

AUDIENCE AND MESSAGE

STRATEGIES

RESOURCES

TARGET PERSONA / AUDIENCE

OUTCOMES

CHANNELS

MARKETING

SALES

PROPOSITION / OFFER

CONTEXT

ISSUES / BARRIERS

OPPORTUNITIES

FINANCIALS

CUST & REV

COSTS

POSITIONING & KEY MESSAGES

STRATEGIES

RESOURCES

STRATEGY 1

VISION/ GOAL

Period: _____

Date: _____ Version: _____

STRATEGY

MEASURES / OUTCOME

TACTICS

--	--	--

RISKS / OPPORTUNITIES

--	--

MARKET

TACTICAL EXECUTION

VISION/ GOAL

Period: _____

Date: _____ Version: _____

TACTIC

OUTCOME

METRICS

STRATEGIC

TACTIC

Activity	J	F	M	A	M	J	J	A	S	O	N	D	Owner	RAG	Notes / Update
	■	■	■	■										■	
			■	■	■	■								■	
							■	■	■	■				■	
														■	
														■	



RAG STATUS: ■ At risk, ■ Some Risk, ■ On Track, ■ Not Started, ■ Completed

How To

THE POWER OF THREE

Before we start, on the how to, a word of warning. You should use this planning process to force your team to make designs to focus. Here's why:

3 Strategies & 3 Tactics



A total of **9** Projects

5 Strategies & 5 Tactics



A total of **25** Projects

GROWTH PLAN

VISION/ GOAL

1

What goal are you trying to achieve, make it tangible and ensure it aligns to the Company Goal i.e. to grow \$X revenue by winning Y customers.
Bonus: Add the why you are doing this.

Period: _____

Date: _____

Version: _____

AUDIENCE AND MESSAGE

STRATEGIES

RESOURCES

TARGET PERSONA / AUDIENCE

5

Who is your ideal customer, what pains or problems do they have?
Bonus: What drives them internally to fix this problem?
What is their key insight about the problem?

OUTCOMES

2

What are the three or four outcomes you want from this growth plan?
Make it tangible
Make sure the outcomes take you closer to you Vision

CHANNELS

MARKETING

9

What comms channels are you using, both owned and paid

SALES

What sales channels and incentives are you using. Direct or indirect?

PROPOSITION / OFFER

6

What is your core offering?
How does it address the customer pain (5)?
What are the benefits?
What is the pricing?

CONTEXT

ISSUES / BARRIERS

3

What are some of the headwinds the business or market is facing

OPPORTUNITIES

What are some of the market opportunities you could exploit?

FINANCIALS

CUST & REV

4

Aligned to the outcomes what are the growth numbers?
Bonus what is the lifetime value of customer?

COSTS

What is your budget?
Bonus: what is the Cost of Acquisition?

POSITIONING & KEY MESSAGES

7

How are you positioned against existing solutions and competitors.
Do you have a clear point of difference?
What are the three key messages you want the market to understand about your proposition or offer?

STRATEGIES

8

A maximum of three strategies. Make sure they are aligned to the vision, customer, address the barriers and exploit the opportunities

RESOURCES

10

Beyond cash, what internally and external resources do you need to deliver the strategy.
Do you have them internally or do you need to find them?

STRATEGY 1

VISION/ GOAL ¹

Repeat the overall Vision / Goal to ensure this strategy takes you closer to it

Period: _____

Date: _____ Version: _____

STRATEGY ²

Repeat the strategy from the Growth Plan and go deeper on the why and how

MEASURES / OUTCOME ³

What are the key measures of success and how to they align to the vision and goal

TACTICS ⁴

What are the THREE tactics you are going to have to deliver the measures and strategic outcome?

What are the THREE tactics you are going to have to deliver the measures and strategic outcome?

What are the THREE tactics you are going to have to deliver the measures and strategic outcome?

RISKS / OPPORTUNITIES ⁵

What are the risks in this strategy and how do we mitigate them?

What are the opportunities associated with this this strategy and how do we exploite them?

MARKET

TACTICAL EXECUTION

VISION/ GOAL

Repeat the overall Vision / Goal to ensure this tactic takes you closer to it

Period: _____

Date: _____ Version: _____

TACTIC

STRATEGIC

Repeat strategy this tactic supports, this is to ensure this tactic takes you closer to it

TACTIC

Repeat the tactic from the strategy template

OUTCOME

What are the outcomes this tactic is hoping to drive?
Ensure that the three tactics combined deliver the desired outcome of the strategy

METRICS

What are the key metrics this tactic consumes and delivers.
This will help you understand how know when we are there

Activity	J	F	M	A	M	J	J	A	S	O	N	D	Owner	RAG	Notes / Update
	■	■	■	■										■	
Create an activity plan / roadmap to deliver and monitor the tactic.			■	■	■	■								■	
This is a living part of the document and is part of the ongoing tracking							■	■	■	■				■	
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RAG STATUS:



At risk,



Some Risk



On Track

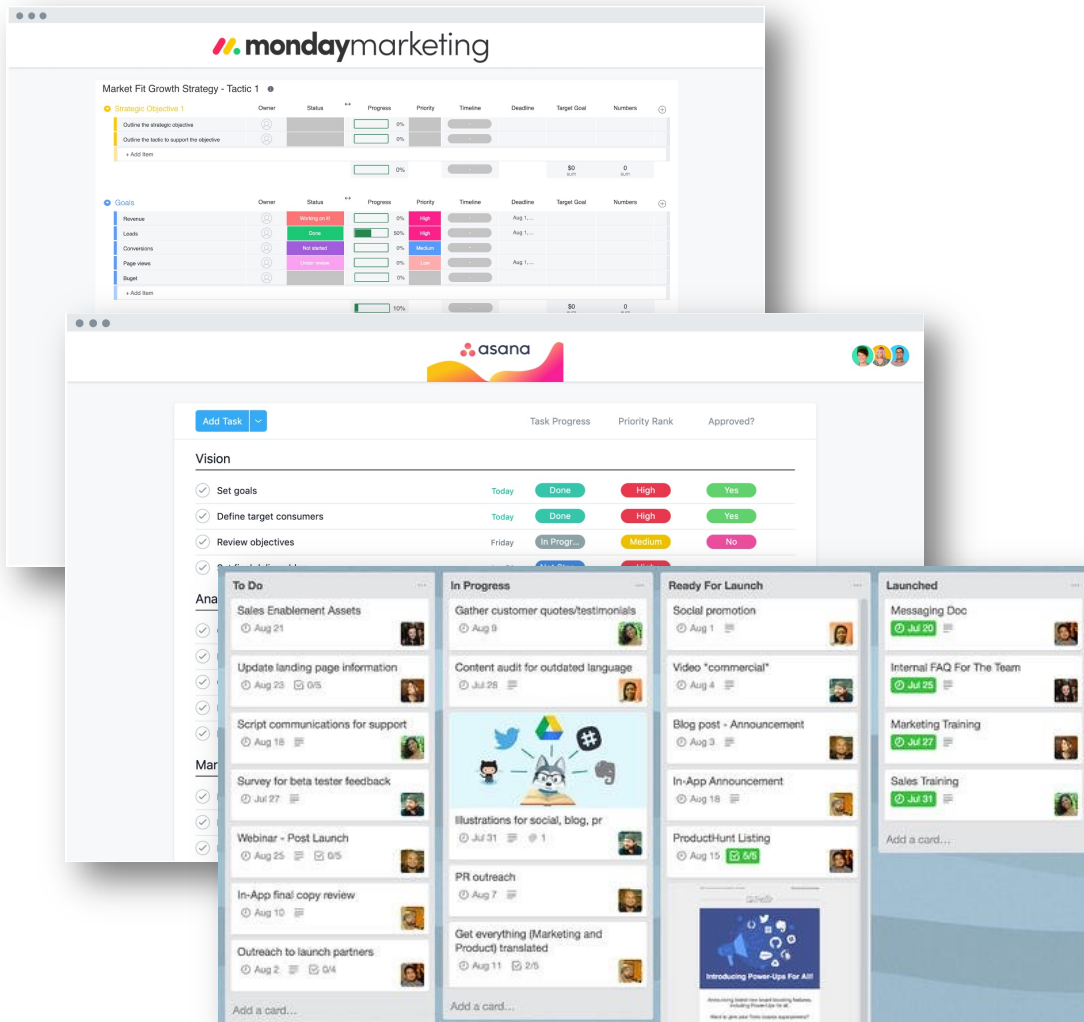


Not Started



Completed

TACTICAL EXECUTION



An alternative to managing the tactical execution via PowerPoint or an excel Gantt chart to convert to an online tool such as monday.com, Asana or Trello.

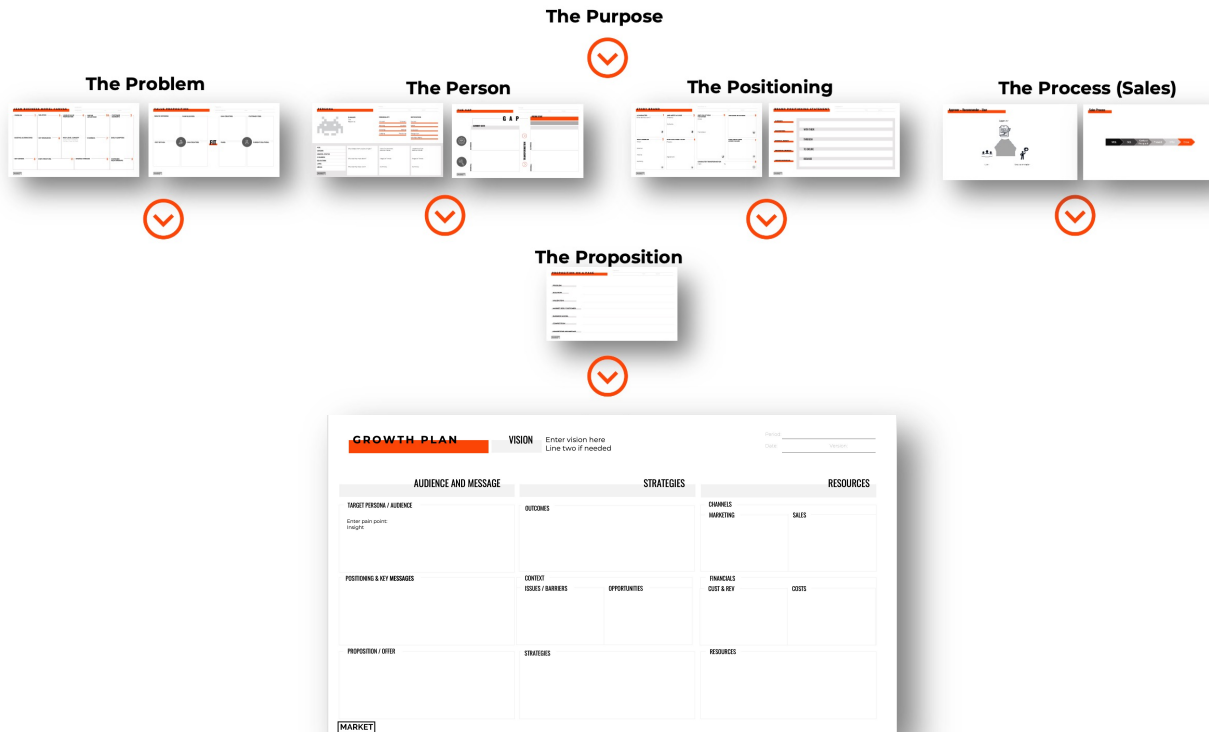
We recommend completing the Growth Plan and Strategy Templates offline and then the execution plans in an online workflow / project management system

These tools continue to evolve and offer the following benefits, particularly to the execution of the plan

- Real time updates
- Collaboration with internal and external partners
- Reporting and status

How we can help

HOW WE CAN HELP



Planning is hard, it can be frustrating, as it forces prioritisation and alignment. And if not done right it can drag on forever.

We believe true growth can only happen when your strategy and tactics are built on the of alignment of product, customer, positioning and proposition.

This can be achieved through applying the Market Fit Growth Strategy Framework.

We have developed an intensive one day workshop process working with you and your team to quickly & simply create an integrated growth plan, one your whole business will buy into.

You and your team will leave with a cohesive understanding of how the elements work together, any gaps that need to be filled and the strategy, tactics and resources to achieve your growth goals.

And more importantly a step by step 90-day plan to get your sales and growth back on track, that you can implement immediately.

If you want more information you can email kursten@marketfit.co or book a meeting with Kursten via [this link](#)