

# Growth Strategy Workbook

## Part 1: Getting Started with Your Company Story



## Building Your Growth Strategy Roadmap

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### Getting Started

*“The question is not what you look at, but what you see.”*

---- Henry David Thoreau



Sometimes knowing where to start is the hardest part of starting. It's like being taunted by a very large blank screen.

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## **Building Your Growth Strategy Roadmap**

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When we meet with a new client, the conversation centers around our client's company. Understanding why they do what they do every day frames the long-term plans and practical actions we create together. The products and services we provide are not even discussed. Selling solutions without clearly defining a problem to solve guarantees a short-lived relationship.

Let's start by discovering what drives your company day after day.

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## Building Your Growth Strategy Roadmap

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### Tips to Make the Most of This Workbook

1. If you're like most company leaders, the questions will seem simple. The answers can feel frustrating. Relax. Enjoy the time to lean back and reflect.
  2. Think like your customers. The products and services you deliver are there to create a lasting customer relationship. Tell your story the way they --- not you --- want to hear it.
  3. Replace "we" with "you". You will be amazed at how this simple word shift changes your story.
  4. Involve your team. Everyone brings a valuable perspective and exchanging them can be eye-opening.
  5. No grades are given for right answers. No red ink for bad ones.
  6. No bonus points for saying what you think someone wants to hear. Speak truthfully to your customers.
  7. Have fun with this. You're on your way to telling your company's story. The results will surprise you.
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## Building Your Growth Strategy Roadmap

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### Your Company

1. Why does your company do what it does?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

2. How did your company get to where it is today?

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Click or tap here to enter text.

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Click or tap here to enter text.

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## Building Your Growth Strategy Roadmap

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**3. What products and services do you provide?**

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

**4. Where is your company right now? How satisfied are you with your growth?**

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.



## Building Your Growth Strategy Roadmap

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**5.** What will your company look like in 3 years?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

**6.** Do you have a clear roadmap for reaching your growth goals?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.



## Building Your Growth Strategy Roadmap

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**7.** What are the biggest challenges you're facing today?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

**8.** Imagine that time, money, and resources are not obstacles. If you could change one thing today, what would it be?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.





## Building Your Growth Strategy Roadmap

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**9.** What do your employees say about working at your company?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

**10.** If I were interviewing with your company, what would you want me to know?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

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## Building Your Growth Strategy Roadmap

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**11.** Describe 3 of your most memorable failures. What did you learn from them?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

**12.** Describe 3 client successes. How did your client benefit? What happened next?

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Click or tap here to enter text.

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# Building Your Growth Strategy Roadmap

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## Your Customers

**1. Who are your customers?**

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

**2. Why are they your customers?**

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.



## Building Your Growth Strategy Roadmap

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**3.** What problems do you solve for your customers?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

**4.** What is the benefit of your products and services to your customers?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.



## Building Your Growth Strategy Roadmap

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**5.** Why do your customers buy from you?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

**6.** What would your customer's life be like if he didn't use your product or service?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.



## Building Your Growth Strategy Roadmap

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**7.** How do your customers describe your company?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

**8.** How do your customers find your company?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.



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**9.** What does success look like to your customers?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

**10.** How do you communicate with your customers?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.



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**11.** How do your customers communicate with you?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

**12.** How satisfied are you with your ongoing client communication?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.





## Building Your Growth Strategy Roadmap

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**13.** How often do your clients communicate a problem, need or idea with you without being asked?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

**14.** If you could tell your customers one thing, what would it be?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.



## Building Your Growth Strategy Roadmap

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### What's Next

**Action Item 1:** Ask some of your clients to complete their own Workbook Part 1 with you. When you finish Part 2, you'll see why their story matters too.

**Action Item 2:** You're ready to start your [Growth Strategy Workbook Part 2](#)



## Building Your Growth Strategy Roadmap

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We hope you have had fun beginning your company's growth strategy roadmap. Telling your story from the customer's perspective paves the way for building valued lasting relationships.

You have completed the first step. There is more to come!

In the meantime, we would love to learn more about your company.



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Quest Technology Group

315 E. Robinson Street, Suite 525

Orlando, FL 32801

P: 407.843.6603

<https://www.quest-technology-group.com>