

THE GROWTH QUALITY REVIEW



01
ACQUISITION



02
CONVERSION



03
RETENTION

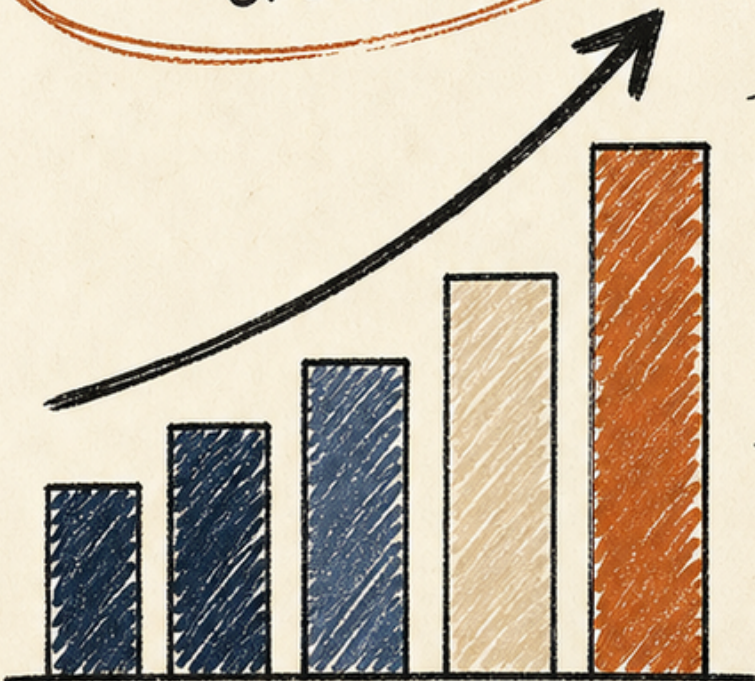


04
MARGIN



05
CAPACITY

Review how
growth is being
created.



FASTER
GROWTH
IS **NOT**
ALWAYS
BETTER
GROWTH.



Quality determines
what the business
can **sustain**.

REVIEW

FIVE AREAS



1

ACQUISITION —
right customers?



2

CONVERSION —
healthy movement?



3

RETENTION —
value continuing?



4

MARGIN —
economics protected?

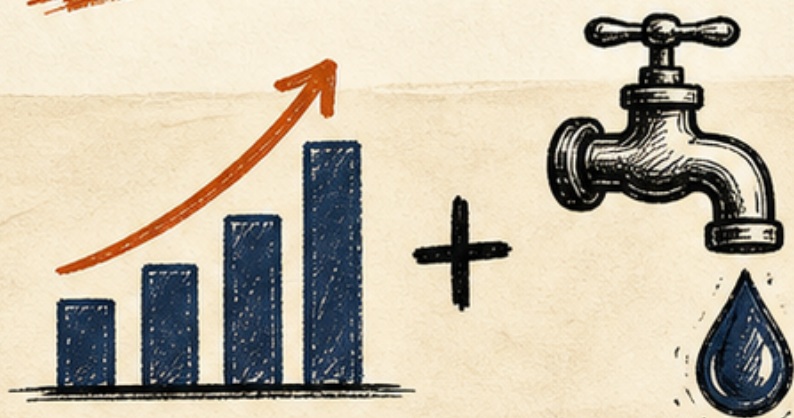


5

CAPACITY —
delivery sustainable?



READ THE TRADE-OFFS



=

GROWTH +
WEAK RETENTION =
LEAKAGE



=

GROWTH +
LOW MARGIN =
PRESSURE



=

GROWTH +
LOW CAPACITY =
BREAKDOWN

REVIEW THE QUALITY

— NOT ONLY THE RATE —
— OF GROWTH.

Run this review before scaling.

REVIEW THE SYSTEM

