

## Growth is a puzzle you can solve.

**Traction is a sign of customer interest and engagement with your company's products or services.**

**Traction demonstrates a company is gaining momentum in the marketplace.**

**Traction is the evidence that a product or service is gaining acceptance and generating more and more revenue.**

**Traction demonstrates that a business is moving forward, is sustainable, and has the potential for future growth.**

**Traction is a key indicator that investors look at when considering funding a company.**

### **Traction Looks Like:**

- **Customer Growth:** An increase in the number of customers over time.
- **Revenue Growth:** Consistent growth in sales and income.
- **User Engagement:** High levels of user activity, repeat usage, and engagement metrics.
- **Market Penetration:** Gaining a significant foothold within a target market.
- **Partnerships:** Forming strategic partnerships or relationships with other businesses.
- **Product Development:** Advancements in product features or offerings that meet market needs.
- **Brand Recognition:** Growing awareness and positive perception of the brand.

## The Sequence of Traction



1. **Customer Discovery:** This is the foundational stage where the focus is on understanding the customer's problems and needs.
2. **Minimum Viable Product (MVP):** Based on insights gained during customer discovery, an MVP is developed.
3. **Customer Validation:** This stage involves testing the MVP with early adopters to gather feedback and confirm that the product effectively addresses the needs and solves the problems of the target market.
4. **Product-Market Fit:** Achieving product-market fit means the product has been refined and developed to the point where it meets the market's needs and demands effectively.
5. **Go-To-Market Strategy (GTM):** With product-market fit achieved, the focus shifts to scaling up by developing and executing a go-to-market strategy. This strategy outlines how the company will reach its target customers and achieve competitive advantage. It includes marketing, distribution, pricing, and sales strategies.
6. **Scaling:** After fine-tuning the go-to-market strategy, the next step is to scale the business. This involves expanding the customer base, entering new markets, increasing the product line or features, and scaling operations to meet increased demand.
7. **Business Model Optimization:** Throughout the process, from MVP to scaling, it's important to continuously refine and optimize the business model. This includes tweaking the value proposition, pricing models, cost structure, and revenue streams to ensure long-term sustainability and profitability.

The Sequence of Traction invites companies to focus energy and innovation on specific puzzles and objectives, in a specific order. This order allows your company to grow quickly and efficiently.

### In this worksheet, you will:

1. Assess Current Level of Traction.
2. Select Traction Strategies.
3. Choose Traction Metrics.

## PART ONE – ASSESS CURRENT LEVEL OF TRACTION

On the next pages, complete the assessment for each Stage of Traction. For each metric, circle the description that most accurately defines the current status of your company. No judgement.

Wherever you are right now is a great place to grow.

### 1-Customer Discovery

Traction Metric	Low	Medium	High
<b>Market Analysis:</b> You are aware of you industry and market and have assessed the size and scope of where your company fits. have assessed the Total Available Market, Serviceable	We are aware of our market but don't know how big it is and how much of that market we hope to one day own.	We know what our Target Addressable Market (TAM) and Serviceable Addressable Market (SAM) is, but are not fully confident about our Serviceable Obtainable Market (SOM).	We know our TAM and SAM and feel confident we have a path to reach our SOM. We also know if our SOM is a size that is fundable through VCs and angel investors.
<b>Service Avatar:</b> Everyone having a fictional persona of a customer to help everyone on the team have a deep connection with those you serve.	No one has created a Service Avatar yet.	A few members of our team have created a Service Avatar.	Everyone on the team has their very own Service Avatar who inspired their work every day.
<b>Authentic Customer Persona:</b> Your company has a vivid picture and story behind the single person your company is best suited to serve.	Your company has a general description of who your customer is.	Your company has written down WHO your customer is (demographics and psychographics) and WHAT their core need is (urgent & important).	Your company has a very clear WHO+WHAT statement that everyone in the company uses repetitively to describe your target market and the core problem your company solves.
<b>Macro Trends:</b> Awareness of overarching patterns or changes in the broader environment that affect your business.	We have some general ideas of market trends, but don't have specific statistics we refer to frequently.	We have identified specific market trends and can articulate specific statistics that explain WHY our company needs to exist.	We have an internal system in place to continuously study and analyze macro trends so that we can always position ourselves best in the market.
<b>Buying Triggers:</b> The psychological, emotional, or practical cues that compel a consumer to make a purchase.	We have a basic idea of the situations or circumstances when people buy our product.	We have identified and documented the specific stimuli or factors that prompt a consumer to make a purchasing decision.	We have built customer segments with unique messaging and go-to-market strategies around specific buying triggers.
<b>TOTALS:</b> Count up the total "Lows", "Mediums," and "Highs"			

## 2-Offering or MVP

Traction Metric	Low	Medium	High
<b>What You Sell:</b> Your company can clearly and succinctly articulate the specific goods or services you sell in less than 20 words. It is central to a business's value proposition and is designed to fulfill a need or solve a problem for its target market	When someone asks what your business does or sells, members of the team struggle to respond clearly, confidently, and consistently.	Everyone on the team can clearly, confidently, and consistently state what type of business we are in and what we sell, in less than 20 words.	Not only does everyone on your team use the same language to convey what you sell, but others (customers, vendors, partners) use the same language when describing your company. This has led to referrals and organic growth.
<b>Competition:</b> You know who your competitors are, how their different than your company, and in what specific areas your business excels.	You are able to name a list of competitors and have a general idea about their strengths and weaknesses.	You have completed a competitive matrix of your core competitors. You know where your business is strong and where it is weak.	Competitive analysis has helped your company grow. You've made clear strategic choices, know how your company is unique, and improved innovation and quality.
<b>Market Positioning:</b> The image or identity of your brand is distinct, desirable, and different, in the target consumer's mind relative to competitors	You generally know how your company and its offerings are unique, however the language used by all team members may be vague and inconsistent.	Your company has conducted market position analysis and is actively figuring out the market position your company wants to own.	Your company has a well-defined, consistent brand identity, known differentiators, a Company Promise, and Position Statement that are infused into every aspect of the business.
<b>Core Offering:</b> This is the primary product or service you sell that aims to address your Authentic Customer's core need.	You have beta-product or Minimum Viable Product almost ready to start selling.	Your MVP or Core Product is actively being sold and used by customers. It is a solid product or service, though you have lots of planned future improvements.	You have a great product or service delivering the Company Promise every day to a growing number of satisfied, loyal customers.
<b>Pricing Strategy:</b> Your method for setting product/service prices, aiming for profitability, market share, and customer satisfaction.	You have (or are working on) the price, cost, and gross profit per unit for your products and services.	You have set a specific pricing strategy, built out your pricing model, and collected past data on actual revenue and profitability. You know your break-even point.	Your team has made strategic decisions given your keen awareness of which products/services are most profitable and customers buy most.
<b>TOTALS:</b>			

Count up the total “Lows”, “Mediums,” and “Highs”

### 3-Customer Validation

Traction Metric	Low	Medium	High
<b>User Feedback:</b> Positive testimonials and usage feedback from initial users.	We do not have any testimonials or collected any user feedback.	We do not have any testimonials or collected any user feedback.	We have several strong testimonials we use throughout our marketing collateral and a formal method to collect user feedback ongoing.
<b>Conversion Rate:</b> High percentage of users moving from prospect to paying customer.	We don't track conversion rates.	Our data shows that conversion rates have improved over the last 6 months.	Our conversion rates have improved dramatically over the last 12 months. We measure and improve weekly.
<b>Engagement Metrics:</b> Strong user interaction with the product (high session duration, frequent logins, re-ordering, etc.).	We haven't figured out how to track engagement yet.	We have defined how to measure engagement, have been tracking it for at least 6 months, and the data shows improvement.	We have several ways we measure engagement. These measures are collected weekly and/or monthly. We have improved dramatically over the last 12 months.
<b>Initial Sales:</b> Early sales or sign-ups from users, not just testers.	We have achieved our first milestone and sold our very first product/service! \$1+ in Annual Recurring Revenue.	We have achieved the next important sales milestone: \$100K in Annual Recurring Revenue.	We have achieved the next important sales milestone: \$1M in Annual Recurring Revenue.
<b>Customer Surveys:</b> Positive responses to surveys about the product's value and utility.	We haven't conducted any customer surveys yet.	We completed our first Customer Survey and identified a list of improvements.	We have a regular customer survey process in place. It has led to many improvements.
<b>TOTALS:</b> Count up the total “Lows”, “Mediums,” and “Highs”			

## 4-Product-Market Fit

Traction Metric	Low	Medium	High
<b>Repeat Purchases:</b> Customers repeatedly buying the product or renewing their subscriptions.	Almost all of our customers are new customers, either because we just started selling or because customers aren't buying again.	We have a growing base of repeat customers you are starting to feel confident about. Much of your sales, however, still depends on acquiring new customers.	You have a very strong base of repeat customers that generate the large majority of your sales. This repeat customer base provides consistent revenues, adding to the durability of your company.
<b>Growing Sales:</b> Consistent increase in sales volume without proportionate increase in marketing spend.	We are generating sales but it's inconsistent. We are trying to figure out how to efficiently and effectively market and sell our company.	We have grown past \$100K ARR and are well on our way to \$1M ARR. While investing in marketing, it is becoming more efficient.	We have grown beyond \$3M ARR. Our marketing is metric-driven and efficient. Cost per customer is coming down and sales are growing monthly.
<b>Market Share:</b> An increasing percentage of the market share within the relevant industry.	We know the market share we would like to have and are working towards it.	We have measurable market share goals, know what our current market share is, and have a plan to increase market share by a specific amount this year.	We have achieved at least 20% of our Serviceable Obtainable Market (SOM) and are well on our way to hitting our market share goals.
<b>Referral Rates:</b> High rate of customers referring new prospects without incentives.	We occasionally have new prospects arrive through customer referrals.	We track the number of prospects who come to us through customer referrals. We thank our referring customers every month.	Almost all of our business comes through customer referrals. We track and acknowledge every month.
<b>Reduced Churn:</b> Low rate of customers discontinuing the product.	We haven't started calculating churn rates yet.	We have been tracking churn for 6+ months and found ways to improve month by month.	We have a customer retention program keeping customers happy. Our churn is lower than industry averages.
<b>TOTALS:</b> Count up the total "Lows", "Mediums," and "Highs"			

### Add Up Totals

In the space below, collect the scores from the four traction assessments to see where you are overall.

Traction Stage	Low	Medium	High
1-Customer Discovery			
2-Offering or MVP			
3-Customer Validation			
4-Product-Market Fit			
<b>TOTALS:</b>			

*Congratulations! You Completed the Traction Assessment!*

## PART TWO – SELECT TRACTION STRATEGIES

### 1-Make Observations

Now that you have assessed and scored your company’s level of traction, take a moment to observe how this information can help you unlock a growth going forward.

**Side Note:** It is possible to score higher on a later Traction Stage than a lower one. For example, you might score high on Customer Validation, but be low on Customer Discovery. Any combination of Low/Medium/High scores are possible.

What the assessment is meant to help you decipher are the specific areas of weakness that could use your attention, and thereby stimulate growth.

**This tool is your Rosetta stone for unlocking your puzzle of growth.**

1. **What did you learn from the assessment?** What did you observe, clarify, or discover as you completed the assessment?

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2. **List five current areas of strength from across all four Traction Stages.** Refer back to what you gave “Medium” and “High” scores in the assessment. Select your five strongest areas.

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3. **How could you leverage and amplify the strengths you uncovered?** Brainstorm on ways you could leverage those strengths to help you build more traction and grow.

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4. **List five current areas of weakness from across all four Traction Stages.** Refer back to what you gave “Low” scores in the assessment. Select five weaknesses you feel your company is ready to overcome next.

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5. **How could you overcome the weaknesses you uncovered?** Brainstorm on ways you could unlock traction by solving for some of your constraints, unknowns, and challenges.

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## 2-Set Traction Strategies

6. **Select five strategies or approaches you plan to use over the next 12 months to unlock traction and growth.** How will you help your company increase traction and growth? What will you focus on improving, achieving, and implementing?

1.

2.

3.

4.

5.

## PART THREE – SELECT TRACTION METRICS

Traction Metrics are the specific Key Performance Indicators you would like to track to ensure you are following through on your Traction Strategies. These are specific metrics you will collect **weekly** and **monthly** to help you see how you're doing, innovate, and improve.

What are the key metrics you would like to start tracking to help you (a) implement your traction strategies, (b) leverage and amplify your traction strengths, and (c) overcome your traction weaknesses?

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***Congratulations! You completed the Traction Assessment, Traction Strategies, and have chosen Traction Metrics!***



## Order the Book

- The Force for Good (FFG) System™ is designed to amplify scale, profit, and cash flow through alignment of purpose, values, and vision.
- It is a transformational flywheel accelerating the vision and success of your company.
- The tool above is part of the Force for Good System™ shared in the book.
- Order the book and receive the full FFG Toolkit today.

[www.aforceforgood.biz/book](http://www.aforceforgood.biz/book)

## Elevate Your Growth Potential

- Scoring 80 or higher reveals immediate opportunities for exponential growth.
- Complete the assessment to pinpoint where to channel your energy and expertise for rapid acceleration.

[www.aforceforgood.biz/quiz](http://www.aforceforgood.biz/quiz)



## Growth Accelerator

- Step-by-step guidance to install the elevated system of perpetual growth.
- The flywheel is designed to help you and your team accelerate in the three dimensions that all businesses need to continuously innovate and improve:
  1. **Impact** – The good your business brings to customers, your industry, your community, and the world at large.
  2. **Scale** – Your company purpose actualized at the level you envision.
  3. **Profit** – Ensuring sustainability and prosperity for all stakeholders.

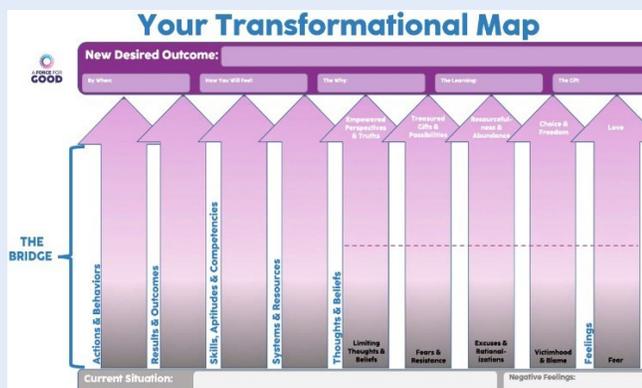
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## The *Three Essential Tools* of the Force for Good System™

- The **4-Page Growth Plan™** restores your power as a leader. It reminds you that you and your team already have what you need to take the next brave step.
- In four pages is everything you need to know to unlock the puzzle of growth in your business.
- The visual summary of the Transformational Flywheel, customized for your company.

[Download 4-Page Growth Plan™](#)



- **Your Transformational Map** helps teams grow – from inside out.
- Growth requires change. The map unlocks the hidden, unconscious reasons why we resist change.
- Helps you step into your role as a Transformational Leader.
- Each business breakthrough becomes a path to both business growth -- and personal growth for leaders and teams.

[Download Transformational Map](#)

- The **Seven Rituals of Innovation™** spin the transformational flywheel of your business.
- Specific daily, weekly, monthly, quarterly, and annual rituals together with your team.
- Redirecting you and your team back to what is most important, these moments accelerate the path to your vision.

[Download the Seven Rituals of Innovation™ Handbook](#)

