

FFG 4-Page Growth Plan™ (4PGP™)

A living, breathing reminder of what is fosters growth.



KNOW YOUR PURPOSE.

<u>Inception Story</u>	
<u>Core Purpose</u>	<u>100-Year Company Vision</u>
<u>10-Year Impact Goal</u>	<u>Core Values</u> • • •

KNOW WHO YOU SERVE.

<u>Total Available Market</u>	<u>Serviceable Addressable Market</u>	<u>Serviceable Obtainable Market</u>	

<u>Authentic Customer + Offering</u>			
<u>Who They Are</u>	<u>What They Need</u>	<u>WHO+WHAT Statement</u>	<u>Why – Trend & Triggers</u>
<u>What You Offer</u>	<u>Core Competitors</u>	<u>Position Statement</u>	<u>Chosen Area of Greatness</u>
<u>3 Feelings to Cultivate</u>	<u>Impact Mantras</u>	<u>3 Customer Experience Improvements</u>	

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What Generates Profit - Products & Services (Update Monthly)

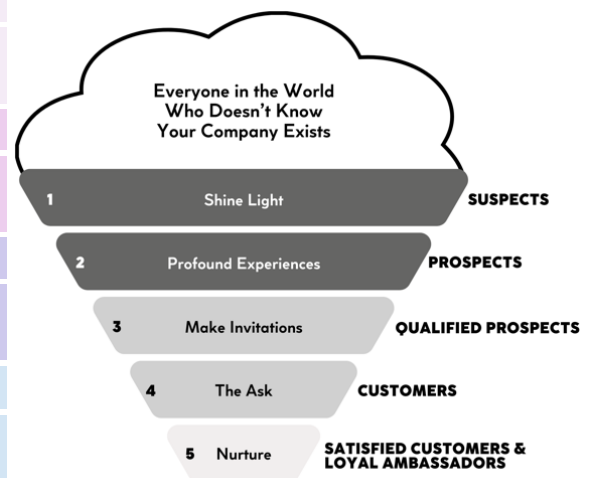
Core Product & Service Lines * What Generates Profit	Unit Price (\$)	Unit Cost (\$)	Unit Gross Margin (\$)	Unit Gross Margin (%)	TTM Units Sold (#)	TTM Customers (#)	TTM Revenues Booked (\$)	Avg Rev. Per Customer (\$)	TTM COGs (\$)	TTM Gross Margin (\$)	TTM Gross Margin (%)
TOTALS:											

Growth Model:

<input type="checkbox"/> Whale (ARPC=\$100K+)	<input type="checkbox"/> Deer (ARPC=\$10K+)	<input type="checkbox"/> Rabbit (ARPC=\$1K+)	<input type="checkbox"/> Mouse (ARPC=\$100+)	
Current ARPC/Yr (\$)	#Customers for \$100K	#Customers for \$1M	#Customers for \$10M	#Customers for \$100M

Customer Enrollment & Retention Funnel

1 – Shine Your Light - Channels
2 – Deliver Profound Experiences – Methods
3 – Ask Them to Be Your Customer – Methods
4 – Connect & Nurture – Methods



12- Month Customer Enrollment Goals – By ____/____/____

How Many Suspects?		How Many Prospects?		How Many New Customers?	
Per Month?	Per Year?	Per Month?	Per Year?	Per Month?	Per Year?
% Suspects to Prospects:			% Prospects to Customers:		

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KNOW YOUR 10-YEAR IMPACT PLAN.

10-Year Goals & Milestones by Date ____/____/____

10-Year Impact Goal	10-Year Scale Goals	10-Year Profit Goals
	Customers/Yr (#):	Gross Profit Margin Goal (%):
	Unit Volume/Yr (#):	Gross Profit Goal (\$):
	Revenue Goal (\$):	OpEx Goal (\$):
	Avg Revenue/Customer (\$):	Net Profit Margin Goal (%):
		Net Income Goal (\$):

Assess Where You Are

<input type="checkbox"/> Stage 1-Existence	<input type="checkbox"/> Stage 2-Survival	<input type="checkbox"/> Stage 3-Scaling	<input type="checkbox"/> Stage 4-Impact
Growth Readiness Score:	Know Purpose Score:	Know Who You Serve Score:	Know Your Impact Plan Score:
Customer Discovery Score:	MVP Score:	Customer Validation Score:	Product-Market Fit Score:
		GTM Strategy Score	Scaling Score

Profit & Loss History (Update Monthly)

	Actuals – Last Year	Actuals – YTD	Actuals – TTM Monthly Avg.	Actuals – TTM Annual Run-Rate	Forecast & Budget (Current Year)	Forecast & Budget (Next Year)
Total Units Sold (#)						
Revenue (\$)						
COGs (\$)						
Gross Profit (\$)						
Gross Profit (%)						
OpEx (\$)						
Net Income (\$)						
Net Margin (%)						

SWOT – Strengths, Weaknesses, Opportunities, Threats

<p><i>Our top three <u>strengths</u> to amplify...</i></p> <ol style="list-style-type: none"> 1. 2. 3. 	<p><i>Our top three <u>weaknesses</u> to overcome...</i></p> <ol style="list-style-type: none"> 1. 2. 3.
<p><i>Our top three <u>opportunities</u> to leverage...</i></p> <ol style="list-style-type: none"> 1. 2. 3. 	<p><i>Our top three <u>threats</u> to mitigate...</i></p> <ol style="list-style-type: none"> 1. 2. 3.

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What is the 4PGP™?

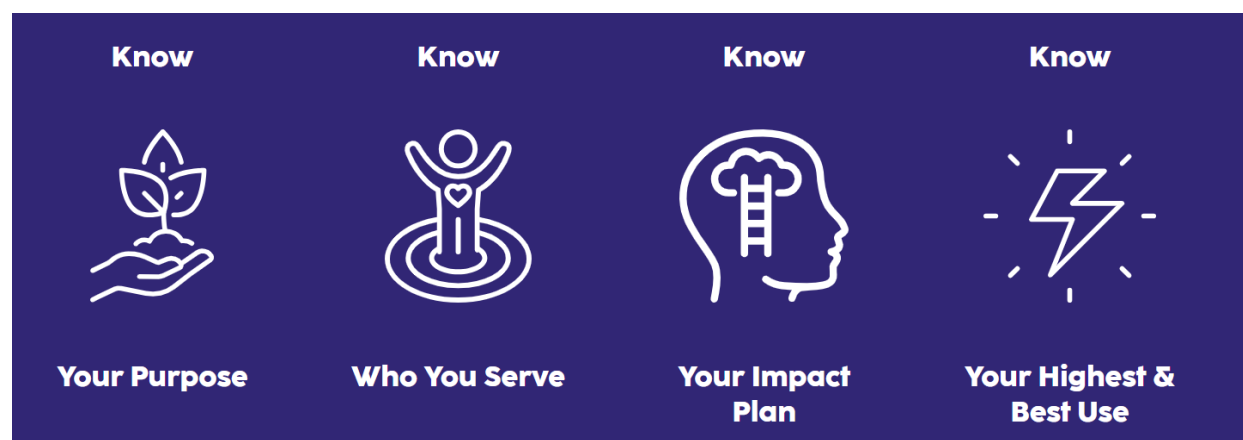
The Force for Good (FFG) System™ is designed to amplify impact, scale, profit, and cash flow through alignment of purpose, values, and vision. When implemented, it becomes a transformational flywheel that accelerates the vision and success of your company.

The Force for Good System™ is a transformational flywheel for your business. As you build the flywheel over time, it creates **alignment**, **momentum**, and **potent action** resulting in elevated results.

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.

The Force for Good System empowers everyone on your team to participate in the discovery, clarification, and ever-deepening awareness of the **Four Crucial Areas of Alignment**:



This is done by building the flywheel (which consists of the FFG Flywheel Elements that define purpose, who you serve, and your impact plan), and then by using specific rituals to help everyone know, do, and be of highest and best use.

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First – Build the Flywheel

Define the FFG Flywheel Elements using the 4-Page Growth Plan™



Second – Spin the Flywheel

Implement the FFG Flywheel Elements using the Seven Rituals of Innovation™.



4-Page Growth Plan™

The 4-Page Growth Plan™ is the first of three foundational tools in the FFG System.

In four pages is everything you need to know to unlock the puzzle of growth in your business. All of the FFG Flywheel Elements are summarized in the 4-Page Growth Plan™. In one document, you will define and iterate the essential information needed to foster growth. It is the visual summary of the Transformational Flywheel, customized for your company.

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.

- You are enough.
- Your team is enough.
- Your resources are enough.

It transforms you *from overwhelm and frenzy, to clarity and empowerment*. It acts as a daily reminder of the power and brilliance of you. You have what you need, each and every day, to take the next brave step.

Quick-Start: Draft the 4PGP™ in 90 Minutes

1. Set a timer for 90 minutes.
2. Give yourself permission to draft without perfection.
3. Trust that a first quick iteration will create a breakthrough.
4. Trust whatever insights and ideas come.
5. Trust that you already have everything you need.
6. Know you will iterate plenty more times.
7. Give yourself the gift of imperfect completion.

Know Your Purpose

- **Inception Story** - The story of how your company began and why its purpose is important to the company today and into the future.
- **Core Purpose** - The fundamental reason your company exists. It is the transformation your company aims to deliver to those it serves.
- **100-Year Company Vision** - A picture of the impact and goodness you intend to create for customers, employees, and the larger community you serve through living the Core Purpose and Core Values over a long period of time.
- **10-Year Impact Goal** - The specific 10-Year Goal inherent in the Company Vision—it's the specific transformation you want to deliver at a scale that will deliver the desired company profits.
- **Core Values** - These are the three ways you approach your business; the beliefs you and your team have about who you are and how you operate. They answer how you will achieve your purpose, vision, and impact goals.

Know Who You Serve

- **Who They Are** - A clear description of your Authentic Customers, including the psychographics and demographics.
- **What They Need** - These are the specific problems your Authentic Customer needs your company to solve, including wants, needs, desires, challenges, and points of pain.
- **WHO + WHAT Statement** - A simple, declarative short statement that articulates who you serve and what they need. It speaks to the unique value your company brings to your specific customers.
- **Trends & Triggers** - Trends are the larger market trends that validate the need for your company. Triggers are the specific moments in time when a customer needs your solutions. Knowing these helps craft customer experience and messaging.
- **Total Available Market (TAM)** - The total revenue opportunity available if your product or service achieved 100% market share in the industry.
- **Serviceable Addressable Market (SAM)** - The portion of the TAM that your product or service can target and, given current business capabilities and geographical constraints.
- **Serviceable Obtainable Market (SOM)** - The portion of the SAM that you can realistically capture, considering your competitive advantages and market reach.
- **What You Offer** - A short clear definition of what you sell (product, service, or hybrid)
- **Core Competitors** - These are the other options available to Authentic Customers that most closely resemble your company offerings.
- **Position Statement** - A declaration that summarizes your brand's unique value and its promise to the market.

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- **Area of Chosen Greatness** - The unique strength you choose to excel in, which sets your business apart and fulfills a key customer need, and where you plan to invest 10X energy to achieve greatness.
- **3 Feelings to Cultivate** - The three feelings that you choose to deliberately create for your customer through every interaction, communication, written tool, piece of technology, or system.
- **Impact Mantras** - Guiding phrases you repeat with your team and customers to keep priorities top of mind and support the team's purpose.
- **3 Customer Experience Improvements** - At any given time, the three areas your team is focused on making improvements to the 17-Step Customer Journey or the employee experience.
- **Product & Services List** - List of your primary offerings with price, cost, and gross profit margin
- **Produce & Service Historical Sales** - Over the last 12 months, total units sold, customers, revenue, COGs, and gross margin.
- **What Generates Profit** - Star which product has the highest gross profit per unit. Circle which product generated the most gross profit dollars over the last 12 months.
- **Growth Model** - Pick which growth model most emulates your company based on the Average Revenue Per Customer (ARPC). It is the strategy your company uses to grow and often begins with being either marketing-driven or sales-driven.
- **Current ARPC/YR (\$)** - This is the average revenue per customer over the last year.
- **#Customers for \$100K** - The number of customers you need for every \$100K in revenue (based on your current ARPC)
- **#Customers for \$1M** - The number of customers you need for every \$1M in revenue (based on your current ARPC)
- **#Customers for \$10M** - The number of customers you need for every \$10M in revenue (based on your current ARPC)
- **#Customers for \$100M** - The number of customers you need for every \$100M in revenue (based on your current ARPC)
- **Customer Enrollment & Retention Funnel** - The four-step mechanism that automatically elevates your relationship with those you serve from suspect to prospect, to offers to new customers, to satisfied customers, and ultimately to loyal ambassadors
- **Shine Your Light Channels** - Marketing channels your company uses to help customers find you.
- **Deliver Profound Experiences** - Ways your company provides free trials, offerings, experiences, meetings, and proposals, that allows prospects to discover value in what your company offers.
- **Ask Them to Be Your Customer Methods** - Ways your company makes invitations to buy your products or services.
- **Connect & Nurture Methods** - Ways your company stays-in-touch ongoing to offer value, improve service
- **12-Month Customer Enrollment Goals** - One year from today, decide what you'd like the throughput of your Funnel to be:
 - How many Suspects?
 - How many Prospects?
 - How many New Customers?

Know Your Impact Plan

First – Set 10-Year Goals

- **10-Year Impact Goal** – Same as on Page 1 - The specific 10-Year Goal inherent in the Company Vision—it's the specific transformation you want to deliver at a scale that will deliver the desired company profits.
- **10-Year Scale Goals** – Scale is your company purpose actualized at scale. Given the level impact you plan to achieve in a decade, define scale success in these terms in 10 years:
 - Total # of Customers Per Year
 - Total # of Units Sold Per Year
 - Total \$ Revenue Per Year
 - Average \$ Revenue Per Customer
- **10-Year Profit Goals** – Profit is the life force of your company, enabling profitability, innovation, and driving positive impact in the world. Given the level of impact and scale you plan to achieve in a decade – along with the amount of profits you want to extract from the company to shareholders -- define profit success in these term in 10 years:
 - % Gross Profit Margin
 - Total \$ Gross Profit Per Year
 - Total \$ Operating Expenses Per Year
 - % Net Profit Margin
 - Total \$ Net Income

Second – Assess Where You Are Now

- **FFG Stage Assessment** – Use the self-assessment to determine at which stage your company is currently: Existence, Survival, Scaling, or Impact.
- **FFG Growth Readiness Scores** – Use the self-assessment to determine your overall score, as well as scores in the Four Crucial Areas of Alignment.
- **FFG Traction Scores** – Use the self-assessment to determine your overall traction score, as well as the six traction stages.
- **Profit & Loss History** – Reflect back on last year, YTD, averages over the last 12 months (TTM), and totals for the last 12 months (TTM) of the following:
 - # Units Sold
 - \$ Revenue
 - \$ Cost of Goods Sold (COGs)
 - \$ Gross Profit
 - % Gross Profit Margin
 - \$ Operations Expense (OpEx)
 - \$ Net Income (\$)
 - \$ Net Margin (%)
 - Forecast & Budget – For this year and next year, set your forecasted volume and budget:
 - # Units Sold
 - \$ Revenue
 - \$ Cost of Goods Sold (COGs)
 - \$ Gross Profit
 - % Gross Profit Margin
 - \$ Operations Expense (OpEx)
 - \$ Net Income (\$)
 - \$ Net Margin (%)

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- **Strengths** – What are your company’s top three strengths, that when amplified, will have the most positive benefit on your boosting your Impact, Scale, and Profit goals?
- **Weaknesses** – What are your company’s three biggest weaknesses – the ones most constraining and holding back actualization of your Impact, Scale, and Profit goals?
- **Opportunities** – What are your company’s three biggest opportunities that when leveraged, will create the most momentum on your Impact, Scale, and Profit goals?
- **Threats** – What are the three biggest risks that your company is facing – the three that need attention to ensure you are able to meet Impact, Scale, and Profit goals?

Third – Build Your Strategy, Milestones, and KPIs

- **10-Year Chronological Strategy** - The chronological three-phased explanation of how you plan to take your company from where it is now to the future place where it surpasses the 10-Year Impact Goal and Profitability Goals.
- **10-Year Strategic Priorities** - The 3-5 top priorities you believe will help your company reach Impact and Profit goals. They are a blend of Purpose, Impact, and Profit priorities that you intend to maintain in the years ahead.
- **3-Year Milestones** - The list of 3-5 SMART goals you envision your company will hit three years from now on your way to achieving the 10-Year Impact, Scale, and Profit Goals.
- **12-Month Milestones** - The list of 3-5 SMART goals you envision your company will hit 12 months from now on your way to achieving 3-Year Milestones and 10-Year Impact, Scale, and Profit Goals.
- **12-Month Breakthrough Goal** - The single most important company-wide goal for the next 12 months. It is the goal that will move the company forward most profoundly. It will accelerate Impact, Scale, and Profit most dramatically.
- **Quarterly Goals** - Three company goals to complete each quarter to help actualize 12-Month Breakthrough & 12-Month Milestones
- **12+ Key Metrics Dashboard** - The list of 12+ metrics you and your team review and innovate weekly and/or monthly, including metrics for Purpose, Growth, Profit, and Cash.

The 4PGP™ Challenge:

- Re-Draft Monthly – Achieve double-digit growth
- Re-Draft Weekly – Achieve exponential growth
- Invite your Leadership Team to Participate
- What breakthroughs would you discover?

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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

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



Growth Accelerator

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

www.aforceforgood.biz/accelerator



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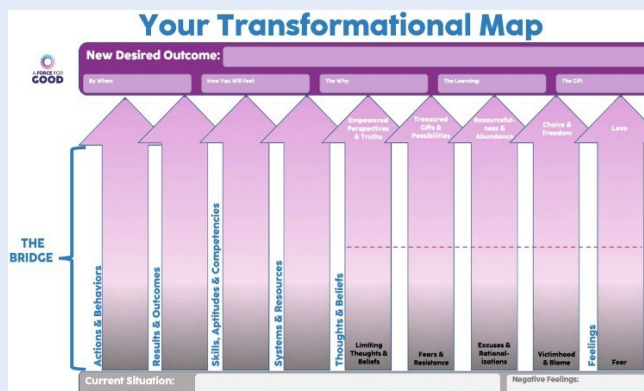
The *Three Essential Tools* of the Force for Good System™

- 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™](#)



The 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](#)

