



GROWTH SYSTEMS
OGS Accelerator Scorecard

Begin your OGS journey with the OGS Accelerator Scorecard that captures a snapshot of your company’s current strength in all six accelerators. Please review each of the six statements here and rank them from 1 to 6 based on where you see your team sees the greatest need for improvement. Note areas for improvement in the space provided.

Growth Objective	RANK	What Needs Improving?
Product – Our product/service ranks number 1 or 2 in our market segment or niche. We have deep market penetration.		
Brand – Our brand strategy and execution plan is providing us with the market presence and customer recognition that we need to meet our 1-3 year growth goals.		
Customers – We have a well-defined and expanding customer base that includes at least three distinct customer segments, industries or types.		
Positioning/Messaging – We have a strong competitive position and can clearly articulate our key competitive differentiators to our customers, referral partners and employees.		
Marketing Strategy – We have a written strategic marketing plan with well-defined marketing campaigns and activities. We have identified the resources (time, talent, money) to achieve our marketing goals.		
Sales Strategy – Our sales team is extremely effective in identifying and closing new sales opportunities. We have a strong close rate and acceptable sales cycle.		

The accelerator canvases and toolkits will enable you address these issues and to redesign your marketing engine so you can be the Marketing Hero your company needs today.