

# CAP Consulting Growth Diagnostic

**Print and complete this page to assess your company's approach to achieving sustained growth.**

## Scoring

5 = our performance matches this statement, 3 = our performance is good, but not quite this good, 1 = we fall way short of this quality performance.

	Score 1 - 5
<b>Past Growth</b>	
1. We achieved consistent revenue and profit growth in the ten years 1999 – 2008 (includes recessions of 2001 and 2008).	
2. We achieved 10% or more in revenue and profit growth in at least eight of those years.	
3. One third or more of our current revenues come from products/services launched in the last three years.	
<b>Strategy Development</b>	
4. We have a published growth strategy that is understood by every manager in the organization.	
5. Our growth strategy is based on a well defined competitive advantage.	
6. Our senior team proactively tests the risks and uncertainties surrounding our strategy and adapts it to reflect the learning from these test results.	
<b>Project Execution (i.e. new products/services)</b>	
7. We successfully launched one or more products/services in the last year that were new to our business category.	
8. Our senior team is involved in the development of major growth initiatives, for example, they routinely review risks and contingencies with development teams.	
9. We consistently move projects through the development funnel and launch them on schedule and according to customers' specs.	
<b>Portfolio Management</b>	
10. Our portfolio is in line with our growth strategy and is balanced accordingly, for example, innovative, high-risk projects vs. low-risk, incremental projects.	
11. We make clear, objective funding decisions consistent with our growth strategy.	
12. We are flexible in allocating development resources and, when necessary, will move resources from marginal projects to those with high potential.	
<b>Total (60 = 100%)</b>	

*Imagine*

*De-risk*

*Adapt*

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*For a more extensive diagnostic that can help you assess your business' capabilities for sustained growth, please contact us.*