

Assessing your company's
performance on key
growth tactics

DRIVE META GROWTH ASSESSMENT

ABOUT THE DRIVE META GROWTH ASSESSMENT

Technology companies need to perform on a key set of disciplines to achieve high growth.

Drive Meta focuses on the following:

- Operational Excellence**
- Organic Growth**
- Pricing**
- Customer Retention**
- M&A Growth**
- Metrics**



WHAT'S INVOLVED

Operational Excellence

- Optimizing the Sales and Marketing funnel
- Ensuring smooth onboarding
- Creating effective Customer Service
- Achieving Engineering and Product Management excellence

Customer Retention

- Understanding why you are losing customers
- Creating win-back campaigns
- Minimizing churn

Organic Growth

- Aligning the Product Management roadmap to growth
- Creating a strategic roadmap of growth initiatives

M&A Growth

- Pursuing viable acquisition targets
- Acquiring customer base, technology, or vertical expansion
- Achieving integration success

Pricing

- Understanding your client, market, and competition
- Maximizing pricing
- Minimizing discounting and promotional practices

Metrics

- Defining the core metrics for driving growth
- Setting up the right systems for tracking
- Creating a customer of accountability

HOW THE DM GROWTH ASSESSMENT WORKS

1

Assess your
current maturity in
each growth
discipline

2

Define the key
tactics to
implement for
maximum growth

3

Present an action
plan for achieving
results



WORKING WITH DRIVE META ON THE GROWTH ASSESSMENT

- Drive Meta works with your team to assess each discipline
 - Performing on-site interviewing of key executives and staff
- Understanding your client, market, and competition
 - Performing a brief assessment based on readily available data
- Drive Meta presents the key recommended tactics and an action plan
 - Defining areas of strength and areas that need improvement
 - Defining the key metrics for success
 - Presenting an actionable plan that can maximize the company's growth potential