Is your growth actually owned?

A 20-point scorecard to find out whether anyone is accountable for the number — and what it is costing you if nobody is.

Who actually owns the number?

Most founders have suppliers. Very few have an owner. Score one point for each statement that is true of your business today. Under 12 and the growth is running you, not the other way round.

Ownership

- One named person is accountable for pipeline, not four suppliers each accountable for their slice.
- That person attends the meetings where commercial decisions are actually made.
- If the phone stopped ringing tomorrow, you know exactly who you would call first.
- Nobody on your team spends more than two hours a week coordinating between marketing suppliers.

The system

- Your website, ads and follow-up were designed together, not bought separately.
- A new enquiry gets a response in under five minutes, automatically, including out of hours.
- No lead can go cold because it was nobody's job to pick it up.
- You can name your cost per qualified enquiry without asking anyone.

Measurement, brand and compounding

Measurement

- Analytics and conversion tracking are verified working — not merely installed.
- You can trace a closed deal back to the channel that produced it.
- You review the same three numbers every month, not a different dashboard each time.
- You know which channel to switch off first if budget were halved tomorrow.

Brand

- Your website says the same thing your best salesperson says.
- A stranger can tell what you do, who for, and why you, within ten seconds.
- Your materials would not embarrass you in front of an investor or a procurement panel.

Compounding

- Something you built twelve months ago is still generating enquiries today.
- What works in one part of the business gets deliberately carried into the others.
- Your marketing gets cheaper per outcome over time, not more expensive.
- You are building assets you own, not renting attention indefinitely.
- You could take four weeks off and the pipeline would not stop.

How to read your score

17–20 · Owned

Growth is a system, not a scramble. Your risk is complacency — the next constraint is usually capacity or positioning rather than lead volume.

12–16 · Partly owned

The foundation exists but something structural leaks. Usually follow-up or measurement. Fix the leak before adding spend; more traffic into a broken system just costs more.

6–11 · Coordinated, not owned

You are the integration layer between suppliers. This is the most expensive place to be, because the cost is your time and it does not appear on any invoice.

0–5 · Unowned

Marketing is happening to you. The fastest gain is rarely a new agency — it is deciding who owns the number, then rebuilding the foundation underneath them.

What to do next

Take the three lowest-scoring lines and fix those first. In our experience the order that compounds fastest is: positioning, then measurement, then follow-up, then spend. Adding budget before the first three is how most growth money gets wasted.

Want this built for you?

We embed as one senior partner and run the whole system — brand, web, marketing, CRM and lead generation. Every engagement is scoped and priced on a call. We take on a small number of partners, and if we are not the right fit we will tell you.

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