

DIAGNOSTIC

The Connected Growth Audit Scorecard

Assess acquisition, conversion, lifecycle, measurement, and automation as one connected operating system.

USE THIS WHEN

Channel reports look healthy, but the commercial system still feels stuck.

LEAVE WITH

A constraint-led audit brief

Acquisition	Demand quality and channel role	1	2	3	4	5
Conversion	Message and journey continuity	1	2	3	4	5
Lifecycle	Coverage and progression	1	2	3	4	5
Measurement	Signal quality and definitions	1	2	3	4	5
Automation	Routing, alerts, and handoffs	1	2	3	4	5

Working note

Run the working session

Complete the steps in order. Capture disagreement, assign one owner, and put the next review date beside the decision.

- 01 Score evidence quality before performance.
- 02 Identify the weakest handoff between stages.
- 03 Name the metric controlled by that handoff.
- 04 Build the roadmap around the constraint.

Decision record

CONSTRAINT OR DECISION	
EVIDENCE	
NEXT ACTION	
OWNER	REVIEW DATE