

# 90 Day Growth Diagnostic—Sample

Why marketing systems stall—and how to rebuild them for measurable revenue impact

## Purpose

When growth stalls, leadership debates multiply, resources scatter, and momentum evaporates.

The 90-Day Diagnostic is a high-intensity, operator-grade intervention designed to break that cycle.

In 6–8 weeks, we:

- Cut through conflicting narratives
- Diagnose where growth is blocked across the business system
- Isolate the 3–5 highest-ROI levers (margin, traffic, mix, or experience)
- Align leadership on a board-ready, financially modeled roadmap

This is the entry point for both new portfolio acquisitions and plateaued multi-unit brands where clarity is missing and time is critical.

## What We Solve

Most brands don't fail from lack of effort — they fail from diffusion. Effort is spread across dozens of priorities while the economic bottlenecks go unaddressed.

The Diagnostic identifies which of the five core growth blockers are constraining results:

- Margin Pressure — Rising labor/COGS vs. legacy pricing structures
- Underperforming Marketing — Spend without lift, no attribution
- Misaligned Offer / Assortment — Products/bundles that don't match need states or channels
- Stale Brand Story — Limited appeal to new customers, promise not pulled through the experience
- Leadership Gaps & Innovation Fatigue — Activity without rhythm, pilots that never scale

Then we prioritize the few moves that will drive the largest EBITDA gain fastest.

## Scope & Approach

### Phase 1 — Synthesis & Insight

- Data room review (unit economics, pricing/mix, financials, CRM, media, org charts)
- Competitive/market scan: demand dynamics, category norms, whitespace
- Unit visits and field observations (ops quality, CX, throughput constraints)
- Customer and employee interviews, optional surveys

### Phase 2 — Economics & Bottleneck Mapping

- Contribution-margin deconstruction (traffic vs ticket vs mix vs cost drivers)
- Pricing/promo elasticity modeling
- Channel and lifecycle performance benchmarking
- Operational rhythm assessment (cadences, decision rights, field/central alignment)

### Phase 3 — Alignment & Roadmap

- Executive working session to isolate 3–5 priority levers by EBITDA range vs. effort
- 90- and 180-day execution calendar with owners, KPIs, and milestones
- Pilot design with guardrails, measurement plans, and pass/iterate/kill criteria
- Governance and communication blueprint for sustaining alignment

## Deliverables

- Executive Summary (board-ready) — Financial logic, strategic narrative, roadmap
- Detailed Playbook — Analysis, insights, prioritized levers, execution calendar
- Unit Economics & KPI Dashboard Starter — CAC/LTV, comp, mix, attach, margin
- Pilot Toolkits — Pricing corridors, bundles, CRM offers, creative templates
- Governance OS — Operating rhythms, roles, cadences, and templates

## Outcomes by Day 90

- Alignment on the few moves that matter
- A clear 90- and 180-day execution path with named owners
- Pilot-ready solutions with measurement frameworks and guardrails
- Confidence and clarity for board, PE sponsors, and leadership teams