

Growth Sprint: Self Assessment

SCORING PROMPTS	0	2	4	Now?	In 6m?
1 Vision & Commitment	Some of us don't care about / don't want international growth.	There's broad agreement, vision and we've got a rough plan.	We're all on board, we have a plan and have strong momentum trading int'lly.		
2 Offer	We've not yet thought about how our offer needs to change for new markets.	We've defined a new offer, but it's not well tested / understood in reality.	Our offer is tailored and already has traction in different markets.		
3 Finance & Legal	We've not set aside any budget / made any legal preparations for int'l growth.	We've got a budget, but we're weak on the financial / legal implications (tax, compliance etc) of trading abroad.	We've got adequate allocated funding, are fully compliant in relevant territories, and have great management info.		
4 Operations	We've not thought about our capability or processes for delivering products / services overseas.	We can just about deliver what we do overseas, but know there's much room for improvement.	Our international operation is as efficient and effective as our core UK business.		
5 Market Presence	We've yet to trade internationally, and have yet to set up any presence / partnerships.	We have a limited presence (team members / partnerships) in some overseas markets.	We have capable people / partners in all target markets dealing with real prospects and / or customers.		
6 Market Knowledge	We've not done any research on markets, pricing, trends, competitors, needs, customs etc.	We've done some research and are adapting to the different trading conditions and trends in target markets.	We've got deep expertise inside our business on what it takes to be successful abroad.		
7 Sales	We haven't yet sold anything overseas.	We've had revenue from reacting to some int'l opportunities, but have limited capability in driving sales.	We've got a strong base of sales and are pro-actively expanding.		