MARKET FIT METHOD

Do you need a strategist?

A short self-check for founders and leaders of B2B / B2B2C companies. Tick every statement that is true for you today. There are no wrong answers – the result points to a next step, not a verdict.

01 – GROWTH SIGNALS

Where growth is now

- ☐ Revenue has plateaued or grown unevenly for two quarters or more.
- ☐ We found market fit in one segment but can't repeat it in others.
- ☐ Marketing and sales describe the "ideal customer" differently.
- ☐ Pipeline volume is fine, but conversion to revenue is unpredictable.
- ☐ We launch features, channels and campaigns faster than we can measure them.

02 – POSITIONING AND BRAND

Clarity of the story

- ☐ Three people on the team would describe what we do in three different ways.
- ☐ Pricing and packaging have drifted, and no one owns the topic.
- ☐ We compete on features and discounts more often than on value.
- ☐ After a demo, prospects ask: "So what is it you actually do?"
- ☐ The website, the sales presentation and the sales script tell different stories.

03 – GO-TO-MARKET AND ABM

How we go to market

- ☐ There is no written ICP, or it hasn't been revisited in over 12 months.
- ☐ We depend heavily on one channel (the founder's network, one partner, one ad source).
- ☐ We have a target account list, but no real ABM motion behind it.
- ☐ Marketing and sales work in parallel rather than as one revenue team.
- ☐ In the next 6 months we are entering a new market, segment or region.

04 – OPERATIONS, DATA AND AI

Execution and measurement

- ☐ CRM data is incomplete, and the team doesn't trust it.
- ☐ We can't say in one number what it costs us to acquire a customer.
- ☐ We are rolling out AI faster than we are fixing the processes underneath it.

- ☐ Reporting is assembled by hand every month and rarely changes decisions.
- ☐ Key knowledge lives in people's heads, not in documented processes.

05 – TEAM AND LEADERSHIP

Ability to act

- ☐ Most marketing and growth decisions still sit with the founder.
- ☐ There is no strong commercial or growth leader on the team.
- ☐ We hired specialists (SEO, performance, content) before we defined the strategy.
- ☐ Investors or the board expect a clearer growth story.
- ☐ We need an outside view we can challenge – and one that will challenge us.

HOW TO READ YOUR ANSWERS

Your result

0 – 5 ticks

You probably don't need a strategist right now. Focus on disciplined execution of the current plan and come back to this checklist in a quarter.

6 – 12 ticks

There is a clear gap between intent and execution. A short diagnostic sprint (4–6 weeks) is usually enough to rebuild positioning, the ICP and a 90-day plan.

13 – 18 ticks

You have a real strategic gap. A structured project – a GTM / ABM rebuild, brand architecture or a fractional CMO engagement – will pay back faster than one more hire or one more tool.

19 – 25 ticks

What slows growth is not effort but structural misalignment. Bring in strong strategic support before adding people, channels or AI tools.

NEXT STEP

Want a second opinion?

Book a 30-minute strategy call: calendly.com/rodinana/30min, or reply to this PDF at rodinana@gmail.com. We will go through your answers and agree on the smallest step with the biggest effect.