

Digital Growth™ Engine

We believe [Digital Growth](#)™ happens when businesses have a clear strategy in place driven by digital initiatives to continually increase their digital value. This worksheet is a guide to develop a 3 month plan to improve Digital Growth.



The Digital Growth Equation

$$\text{Digital Growth} = \text{Digital Value} \times (\text{Positive Digital Forces} - \text{Negative Digital Forces})$$

Definitions

Digital Value

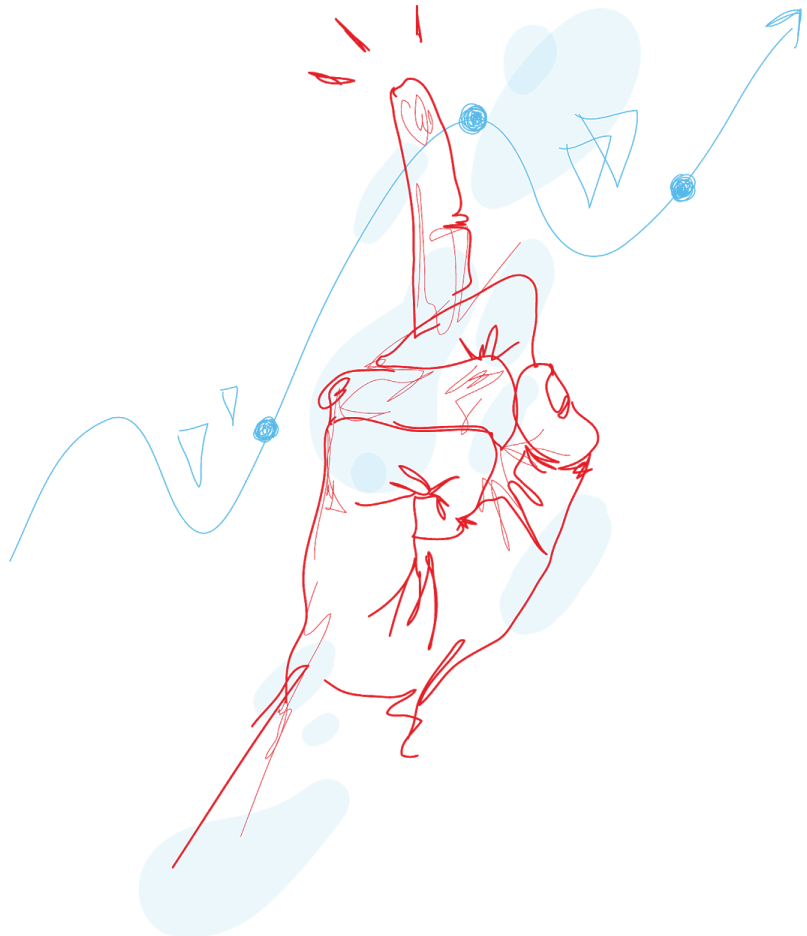
A metric used to measure the success of your digital presence.

Digital Forces

Positive & negative factors that affect the trajectory of digital growth.

Digital Growth™

The increase or decrease of your digital value over time.





STEP 1

Business Objective

Briefly describe your top priority business objective (something measurable and attainable).

**STEP 2****Key Performance Metrics**

Define the top 3 metrics that will be measured (each month) to define success. Once you've defined your key metrics, enter in a value representative of a "low" value, and a "high" or "target" value.

	Example Metric	Current	Low	Target
	<i>Non-spam website contact form submissions p/m</i>	10	5	20

	Metric	Current	Low	Target
1				
2				
3				

STEP 3**Range**

Calculate the difference between "Low" and "Target" values (subtract "Low" from "Target" above). This will be important further down in your score calculations. In the example from Step 2, the range would be 15.

Range 1:	
Range 2:	
Range 3:	



STEP 4

Positive Forces

List 10 growth-focused activities that can be done to improve the current metrics. Rate each activity’s impact (low, med, high) and effort/cost (low, med, high):

	Example Activity	Impact	Effort/Cost
1	<i>Launch promo offer email campaign to active customers</i>	<i>Med</i>	<i>Low</i>

	Activity (Positive Force)	Impact	Effort/Cost
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

**STEP 5****Negative Forces**

List up to 5 factors not within your control which could negatively impact your organization's ability to support your Business Objective defined in Step 1 (low, med, high).

	Example Negative Forces	Impact
1	<i>Competitor launching SEO campaign</i>	<i>High</i>
2	<i>Website isn't mobile friendly</i>	<i>Med</i>
3	<i>Negative reviews on Google</i>	<i>Low</i>

	Negative Force	Impact
1		
2		
3		
4		
5		



STEP 6

Action Items

Define an initial 3-month schedule comprised of actions you will take as an organization to improve your Key Performance Metrics defined in Step 2.

We recommend prioritizing the lowest effort, highest impact activities first. If any one action will span multiple months, attempt to break it up into more granular Actions. Make each month's list of Actions easily specific, measurable, attainable, relevant and time-based.

Example Action	Person Responsible
<i>Define promotional offer for existing customers</i>	<i>Brock Glasner</i>

Month 1 Actions	Person Responsible

Month 2 Actions	Person Responsible

Month 3 Actions	Person Responsible



STEP 7

Habit-Building

Based on the actions and activities documented, list out 3 habits that need to be adopted within your organization to support the Digital Value mindset:

	Example Habit
	<i>Set up weekly meeting to discuss progress of activities</i>

	Habit
1	
2	
3	



Digital Growth Monthly Tracker

Use this sheet to track your monthly changes in Digital Value, and measure your Digital Growth.

Metrics

Enter the current value for each metric identified in Step 2.

	Start	Month 1	Month 2	Month 3
Score 1				
Score 2				
Score 3				

Range Rating

Determine the current Range Rating:

Formula:

$$\frac{\text{Metric} - \text{"Low" score}}{\text{Range}} \times 10$$

	Start	Month 1	Month 2	Month 3
Rating 1				
Rating 2				
Rating 3				

Digital Value + Growth

Determine your Digital Value (DV) (sum of all 3 ratings) and measure your Digital Growth (DG). To do this, record the difference between the current & previous month's Digital Values.

	Start	Month 1	Month 2	Month 3
DV				
DG	0			

