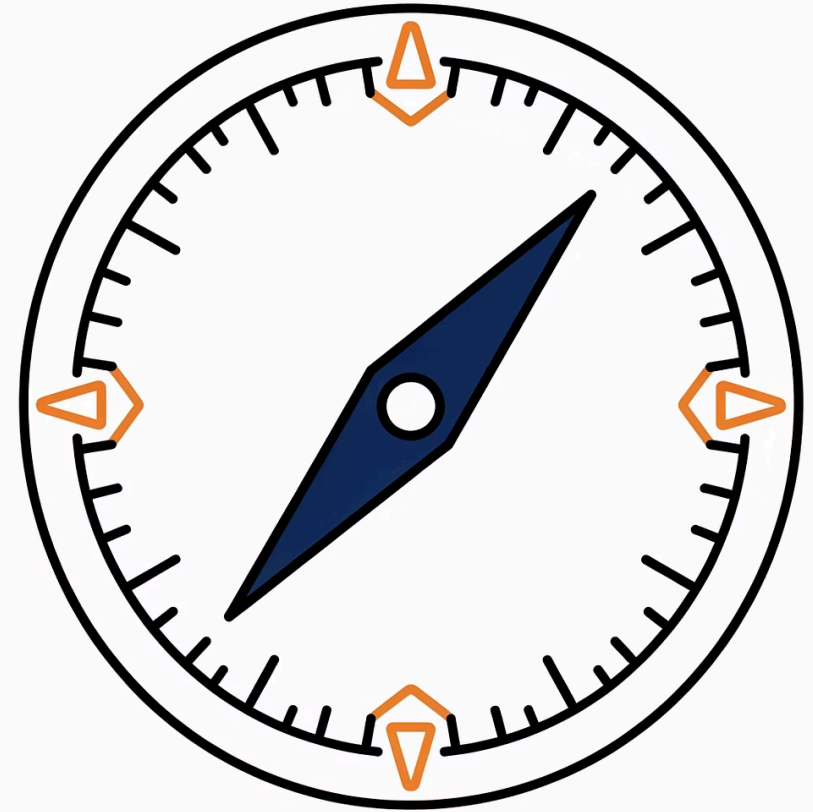FLOWOPS360™ GROWTH CLARITY TOOL

# A Simple Audit to Validate Growth Channel Discipline

Before you add another tactic, test another channel, or hire more marketing help—pause. Most B2B leaders believe they're systematically testing growth channels. They post on LinkedIn, attend events, rely on referrals, maybe run ads or publish content. But activity isn't the same as discipline. This audit validates one specific claim: **"We actively test growth channels and track what actually works."** Not by intent. Not by effort. By proof.

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# Why This Audit Was Developed

Growth stalls in B2B for a predictable reason: teams confuse **presence** with **process**. They "do marketing," but channels aren't intentionally tested, results aren't consistently tracked, and decisions rest on anecdotes rather than data. New tactics get added before old ones are evaluated.

This audit creates a deliberate pause point. It answers one straightforward question: *Are we intentionally testing growth channels—or just staying busy?*

## Channels aren't intentionally tested

Teams experiment without clear hypotheses or success criteria

## Results aren't consistently tracked

Metrics exist in theory but not in regular practice

## Decisions based on anecdotes

What "feels" like it's working replaces actual data

## New tactics added prematurely

More channels get layered on before evaluating current ones

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# Who This Audit Is For

## B2B Founders & CEOs

Leading companies where growth decisions land on your desk and clarity matters more than volume

## Service-Based Firms

Professional services, consulting, and B2B companies where relationships drive revenue

## Fractional Leaders

CFOs, COOs, CMOs responsible for validating growth systems and resource allocation

## Growth Decision-Makers

Anyone accountable for whether marketing and sales efforts actually produce results

📝 This audit is **not** a channel strategy. It's **not** a how-to guide. It is a **readiness and discipline check** that reveals whether your growth system is real or imagined.
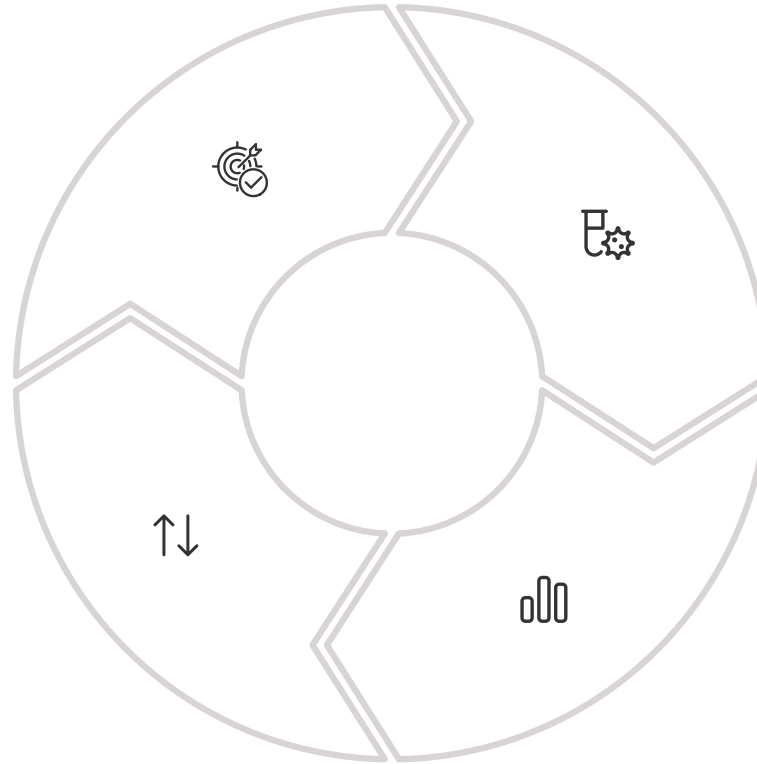
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# The Principle Behind the Audit

### Choose Channels

Select a small number of growth channels based on where your buyers actually are

### Test Intentionally

Run deliberate experiments with clear hypotheses and success criteria

### Double Down

Invest more deeply in what's proven to work, stop what doesn't

### Track Consistently

Measure results on a regular cadence using defined metrics

Effective growth isn't about doing *more*. It's about choosing fewer channels, testing them intentionally, tracking results consistently, and doubling down on what works. Without that loop, growth becomes guesswork. This audit checks whether that loop actually exists in your business.
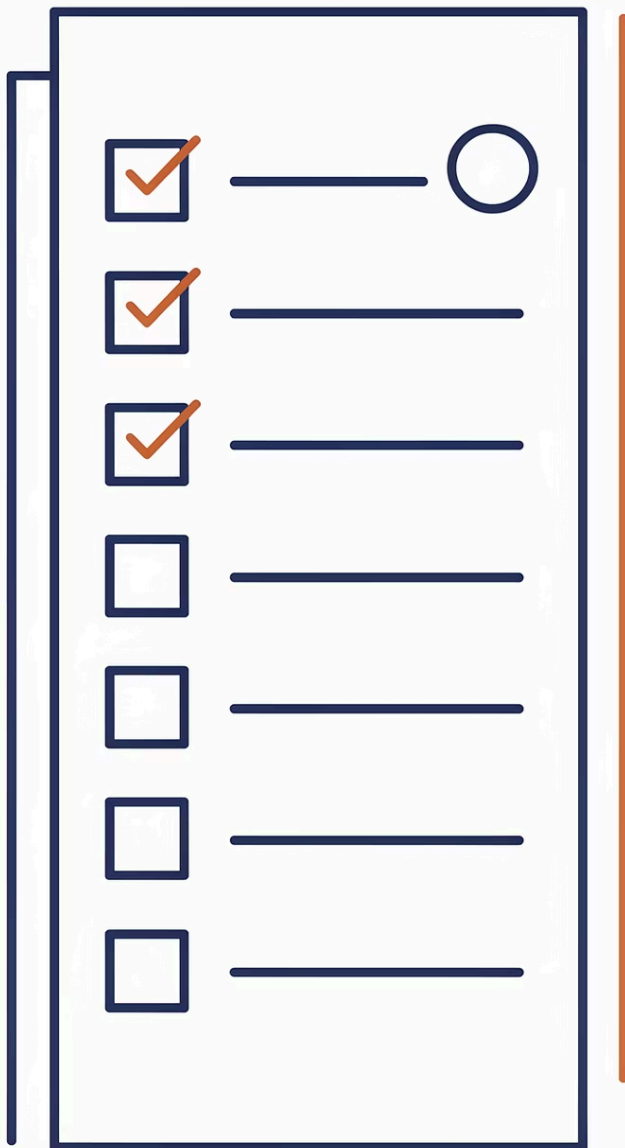
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# Fictional Fractional CFO Firm



Throughout this audit, we'll follow a fictional Fractional CFO firm as they work through the assessment. They operate in competitive markets serving mid-sized companies, and they've been actively pursuing growth for the past year.

> **Their stated belief:** "We try multiple ways to reach potential clients and see what works."

The audit will determine whether that belief is **true in practice**—or whether it's a story they've been telling themselves without evidence to back it up.

# Growth Channel Discipline Audit

## Purpose

Quickly validate whether you actively test growth channels and track performance with discipline

## When to Use

Before adding a new tactic, hiring marketing help, increasing spend, or expanding channel efforts

## Time Required

15–20 minutes for initial completion, plus time to gather supporting evidence if needed

Owner: _____ Last Updated: _____

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# Active Channel Testing

This section validates whether you're deliberately choosing and testing specific growth channels—or just maintaining a presence across multiple platforms without real intention.

○ **List all channels you actively use to reach prospects**

Document every channel where you're investing time or money: LinkedIn, referrals, events, content, partnerships, ads, etc.

○ **Identify 2–3 priority channels you are intentionally testing**

These are the channels receiving focused attention and resources, not just occasional activity

○ **Confirm each priority channel has a clear goal**

Specific outcomes like qualified leads, discovery calls booked, demos scheduled, or intro meetings

○ **Confirm you are running specific experiments**

Deliberate tests with hypotheses and success criteria—not just "being present" or "posting regularly"

○ **Confirm at least one channel was paused or stopped**

In the last 6 months, you intentionally reduced or eliminated effort on an underperforming channel

**Section Score:** _____ / 5 points

# Tracking & Measurement

Testing channels without tracking results is theater. This section validates whether you're actually measuring what matters—and whether you can prove which channels produce real business outcomes.

## Define one primary metric for each priority channel

What specific number proves this channel is working? Not vanity metrics—real outcomes

## Track results consistently

Weekly or monthly tracking that actually happens, not just "when we remember to check"

## Separate activity metrics from outcome metrics

Distinguish between "we posted 12 times" and "we booked 3 qualified calls from those posts"

## Know which channel produced your last 5 qualified leads

Can trace recent opportunities back to their specific source without guessing

## Point to one channel that clearly outperformed others

Have evidence—not just a feeling—about which channel delivers the best results

**Section Score:** _____ / 5 points

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# Learning & Adjustment Loop

The difference between effective growth and expensive guesswork is the feedback loop. This section checks whether you actually review results, make deliberate adjustments, and stop doing what doesn't work.

□ **Common Pattern:** Teams review performance occasionally but rarely make significant changes. They keep doing what's familiar even when the data suggests a different path. This section reveals whether you're truly learning—or just monitoring.

### Review channel performance regularly

Scheduled reviews that happen on a consistent cadence—weekly, bi-weekly, or monthly

### Make deliberate adjustments

Change tactics, messaging, or approach based on what the data actually shows

### Stop underperforming channels

Reduce or eliminate effort on channels that consistently fail to deliver results

### Document what worked and why

Capture learnings so you're building institutional knowledge, not starting over each quarter

**Section Score:** \_\_\_\_\_ / 4 points

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# Clarity Test

## Can you clearly answer:

"Which channel currently drives our best opportunities—and why?"

This is a pass/fail test. Either you can answer this question with specificity and confidence, backed by evidence—or you can't. There's no partial credit here. Uncertainty, vague recollections, or "we think it's probably..." all count as a fail.

### Pass Criteria

You can name the channel, explain why it works better than others, and point to specific evidence that supports your answer

### Fail Criteria

You're uncertain, you need to "look it up," multiple people would give different answers, or your answer is based on feeling rather than data

**Section Score:** Pass ☐ or Fail ☐ (1 point or 0 points)

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# Scoring Model

## How to Score

- Each checked item in Sections 1–3 = **1 point**

- Section 4 (Clarity Test) = **pass/fail** (1 point or 0)

- If a box is unclear or you're unsure = score it **0**

- Be honest—this audit only works if you're truthful about current state

> 🗒 Don't round up. Don't give yourself credit for "we're planning to do that." Only check boxes you can back up with evidence today.

## 15

### Total Points

Maximum possible score across all four sections of the audit

## 5

### Active Testing

Points from Section 1

## 5

### Tracking

Points from Section 2

## 4

### Adjustment

Points from Section 3

## 1

### Clarity

Pass/Fail from Section 4

# Score Interpretation

Your total score reveals whether you have a real growth system or just a collection of activities. Here's what each range means—and what to do next.

## Green Zone: 12–15 Points

**Disciplined.** You have a functioning growth system with clear priorities, consistent tracking, and an active learning loop. Your next move: scale what's working. Double down on your highest-performing channel, optimize your processes, and consider expanding reach within that channel before adding new ones.

## Yellow Zone: 8–11 Points

**Active but unfocused.** You're doing things, but without enough discipline to prove what's working. Your next move: simplify and validate. Choose 1–2 priority channels, establish clear metrics, and create a regular review cadence. Stop adding new tactics until you can confidently explain what's already working.

## Red Zone: 0–7 Points

**Busy, not testing.** You're confusing activity with results. Your next move: stop adding tactics immediately. Pause new initiatives, document your current channels, and establish basic tracking before doing anything else. Adding more channels right now will only create more noise.

**Critical guidance:** If your score is yellow or red, do not add new channels yet. Fix the fundamentals first.

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# Fictional Fractional CFO Firm: Audit Results

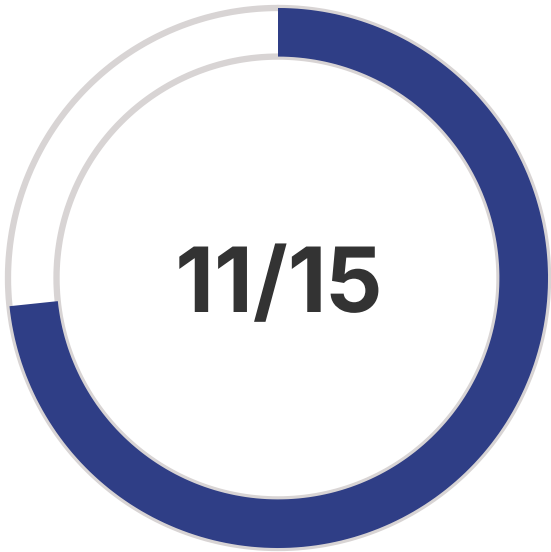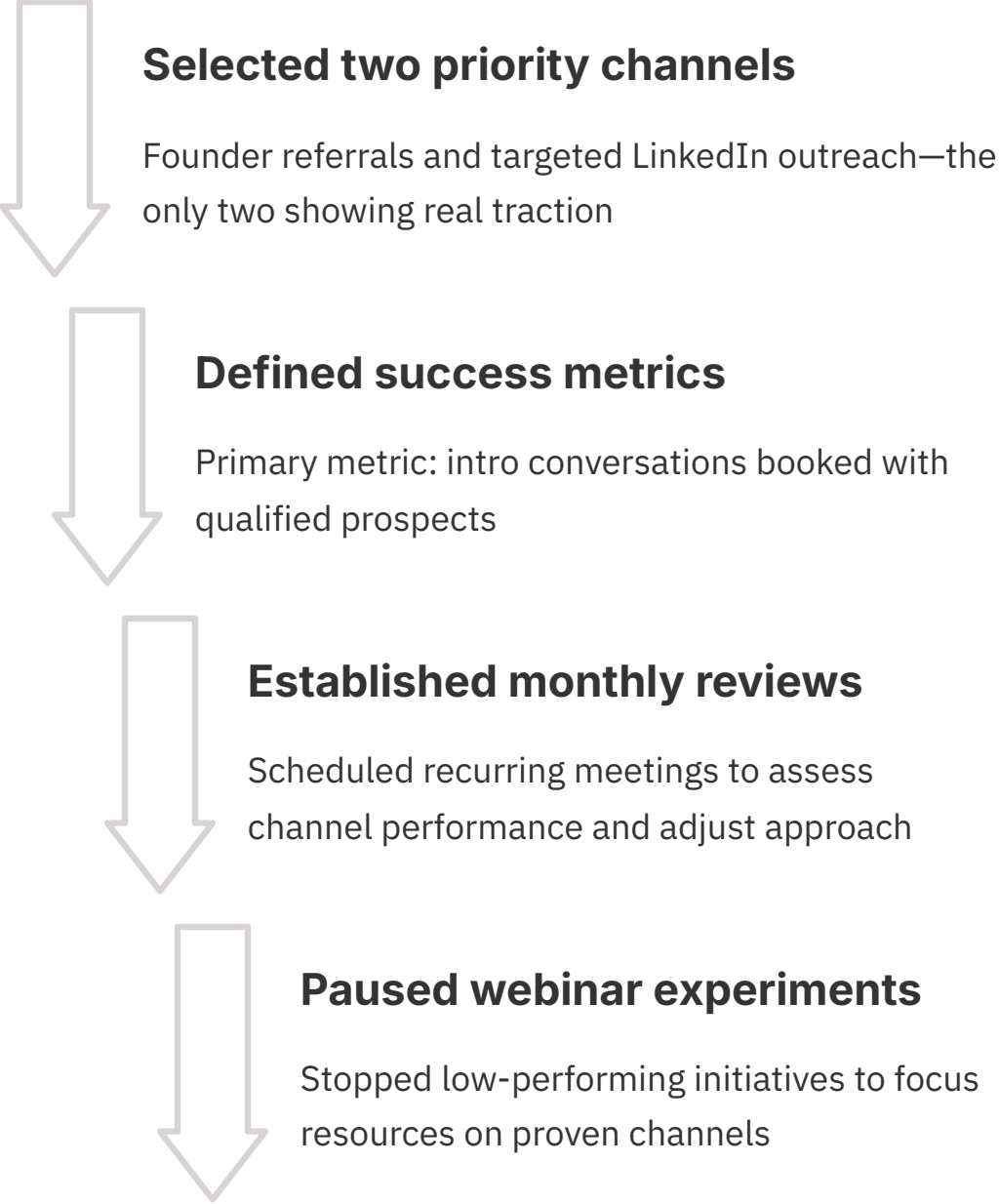## What They Believed

> "We're trying referrals, LinkedIn, webinars, and partnerships. We're actively testing different approaches to see what works."

## What the Audit Revealed

- Priority channels were **never explicitly chosen**—they just evolved over time

- LinkedIn activity wasn't tied to any clear outcome or success metric

- Referrals actually worked well—but were **not tracked** or systematically encouraged

- Webinars consumed resources but produced minimal qualified opportunities

- No channel had been intentionally stopped or reduced in the past year

- Different team members had conflicting views on which channel drove the best leads

## Changes After the Audit

### Selected two priority channels

Founder referrals and targeted LinkedIn outreach—the only two showing real traction

### Defined success metrics

Primary metric: intro conversations booked with qualified prospects

### Established monthly reviews

Scheduled recurring meetings to assess channel performance and adjust approach

### Paused webinar experiments

Stopped low-performing initiatives to focus resources on proven channels

**11/15**

### Final Score

Yellow zone: active but unfocused

They weren't failing—but they weren't disciplined yet. The audit gave them permission to stop doing things that felt productive but weren't actually working.

# When *Not* to Use This Audit

This audit is a diagnostic tool designed for specific moments. Using it at the wrong time produces misleading results and wastes effort. Do not use this audit in the following situations:

### After adding multiple new channels at once

If you've recently launched several new growth initiatives simultaneously, you don't have enough data yet to assess channel discipline. Wait at least 60–90 days.

### Mid-campaign without baseline data

If you're in the middle of a major campaign or initiative and don't have pre-campaign metrics, the audit can't distinguish signal from noise.

### To justify more activity

If your goal is to use a low score as justification for hiring, spending more, or adding channels—you're using the wrong tool. This audit exists to create focus, not expand activity.

### When you already know the answer

If it's obvious you lack channel discipline, skip the audit and go straight to establishing basic tracking and prioritization.

**The right time to run this audit:** Before expanding effort, before increasing budget, and before adding complexity to an already unclear growth system.

# How Tingom Group Uses This Audit

At Tingom Group, we use this audit as a forcing function—a tool that slows teams down before they scale confusion. We deploy it when clients are convinced they need to "do more marketing" but can't clearly explain what's already working.

The audit serves four specific purposes in our work:

- **Slow teams down before scaling**

  Prevent the expensive mistake of amplifying unclear or unproven channels

- **Reduce wasted effort**

  Help teams stop doing things that feel productive but don't produce outcomes

- **Replace marketing opinions with evidence**

  Shift conversations from "I think this works" to "here's what the data shows"

- **Create focus without adding complexity**

  Clarify priorities using what you're already doing, not by layering on new processes

> 🗒️ This audit doesn't tell you *which* channel to use. It doesn't prescribe tactics or strategies. It tells you whether your growth system is real—or whether you've been confusing motion with progress.

Most teams don't need more channels. They need discipline around the channels they already have. That's what this audit reveals.

# Before You Move On

You just worked through a validation exercise designed to reveal whether your growth efforts are disciplined or scattered. That takes honesty—and honesty about current state can be uncomfortable. Most teams discover they're busier than they are effective.

## What This Tool Was Meant to Do

This audit was designed for **clarity**, not answers. It doesn't tell you which channels to use or how to fix underperforming tactics. It reveals whether you have a real testing and learning system—or just a collection of activities you call "marketing." The goal was validation, not prescription.

## A Note on Unclear or Incomplete Results

If your score landed in the yellow or red zone, that's normal. Most B2B teams operate without clear channel discipline—not because they're careless, but because they've never been forced to define what "testing" actually means. If you couldn't confidently answer which channel drives your best opportunities, you're not alone. That confusion is the default state for most businesses. This audit simply made it visible.

## Where You Might Go From Here

### Learn: Understand Channel Fundamentals

Review resources on how B2B companies systematically test and validate growth channels. Low commitment—just building context.

### Validate: Run a Simplified Tracking Sprint

Choose one priority channel and track it rigorously for 30 days. Establish a baseline before making changes. Medium commitment—requires discipline but not major resources.

### Align: Establish a Growth Review Cadence

Bring your team together to define priority channels, success metrics, and a regular review schedule. Higher commitment—but creates the foundation for disciplined growth.

## About Tingom Group

Tingom Group works with B2B leaders who are tired of guessing. We help clarify what's working, align teams around evidence, and build systems that support how people actually operate—not how consultants wish they would. We don't sell strategies. We help you see what's already true, then decide what to do about it.

## One Last Thought

> Growth doesn't come from doing more. It comes from knowing what works—and doing that deliberately.

Learn more at **TingomGroup.com**