

The Plan

Positioning

The Pipeline

The Pitch

Perception/  
Reputation

# agency growth scorecard

The logo for pja, consisting of the lowercase letters 'pja' in a white, bold, sans-serif font, set against a solid blue square background.

1 Not on your life | 2 We have some work to do | 3 I'd give us a solid "C" | 4 Pretty damned sure | 5 Absolutely

		1 Not on your life	2 We have some work to do	3 I'd give us a solid "C"	4 Pretty damned sure	5 Absolutely
The Plan	We have a written strategic plan that articulates a big, aspirational vision	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	A majority of agency staffers can summarize the high points of the strategy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	The strategic plan is translated to an annual financial plan with measurable objectives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Positioning	We have a positioning statement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	A majority of agency staffers can summarize agency positioning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Our positioning deliberately excludes market categories or capabilities that are not areas of strength	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Pipeline	We have a targeted hit list of at least 50 key accounts in major categories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	We have an annual revenue goal from existing accounts and new prospects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	We have done the funnel math <small>(we have published targets for number of leads and conversion rates required to meet our revenue goal)</small>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	We have a systematic approach to agency marketing communications <small>(i.e., email newsletters, mailers, blog posts, press releases, etc.)</small>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Pitch	In our capabilities presentations, we spend more time talking about the prospect than our capabilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	We turn down invitations to pitch when it is a poor match for our capabilities or experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	We have at least one major competitive pitch a quarter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	We have a core pitch team (80% the same from pitch to pitch)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Perception/ Reputation	We are known by a majority of marketing decision-makers in our target market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	We regularly communicate with the pitch consultants who handle reviews in our markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	We are considered thought leaders or influencers in our categories <small>(i.e., regular speaking engagements, authoring industry blogs, etc.)</small>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Agency senior team "walks the walk" on social networking <small>(active users of online communities, blogging, and microblogging)</small>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>