

YOUR PIP ROADMAP



BY

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MEDIA

Most entrepreneurs who are stuck start doing random things to get unstuck, and it rarely works (definitely not as a strategy). This roadmap is designed to help you accomplish Steps #1 and #2 of growing a business:

- (1) Identify (and prioritize) your real problem(s) (that's stage #1 below);
- (2) Build a plan to get unstuck, aligned with your goals and business stage.

Grab a pen and paper, your team, and 30 minutes of time. Dive in!



Want to learn more about PIP sessions? Read our full article [here](#).

STAGE #1: CONSTRAINT

SUPPLY

Internal constraints that relate to delivery and fulfillment. Like:

- ✖ Understaffed
- ✖ Not enough product
- ✖ Inefficient operations

DEMAND

External constraints that relate to getting money (and keeping money). Like:

- ✖ Overstaffed
- ✖ Empty pipeline
- ✖ High client attrition

Now that you've identified and ranked your problems, focus on priority #1 and work through the remaining stages to develop a plan of attack.

If you're demand-constrained, remember to pick the approach based on your business goals and needs. Don't go for vanity; go for practicality.

STAGE #2: APPROACH

DEMAND

A *demand constraint* can be addressed in one of two ways...

BROAD

The indirect route.

- + Cover more ground
- + Build equity, influence, or market share

SPECIFIC

The direct route.

- + Fastest way to getting unstuck
- + Maximize limited budget and resources

SUPPLY

A *supply constraint* usually involves one of these two...

SYSTEMS

Your operational structure.

- + Process inefficiencies
- + Disruptions to fulfillment irrespective of people

PEOPLE

Your human capital.

- + Overworked team
- + Underdeveloped or unproductive team members

STAGE #3: PROCESS

SUPPLY + SYSTEMS

- ☐ SOPs
- ☐ Supply chain optimization
- ☐ AI & automation
- ☐ System integration
- ☐ WALO (waste & loss optimization)

SUPPLY + PEOPLE

- ☐ Training
- ☐ Quality control
- ☐ Hiring
- ☐ Productivity improvement
- ☐ Promoting
- ☐ Performance measurement

DEMAND + BROAD

- ☐ Branding and PR
- ☐ Loyalty program
- ☐ Referral/partner program

DEMAND + SPECIFIC

- ☐ Content marketing
- ☐ Sales and closing optimization
- ☐ Paid advertising
- ☐ Funnel-building
- ☐ Referral/partner program