

Growth Breakpoints — Departmental Focus by Revenue Stage



	Breakpoint 1 \$1M – \$3M	Breakpoint 2 \$3M – \$8M	Breakpoint 3 \$8M – \$15M	Breakpoint 4 \$15M – \$25M	Breakpoint 5 \$25M – \$45M	Breakpoint 6 \$45M – \$75M
Strategy	- Promote - Flow - Sales - Conversion - Process - Retention	- Market Research/Opportunity - Maximizing Scale	Competitive Analysis	- Market Research & Intelligence - Expansion Analysis - Expansion Planning	- Strategic Partnerships - Revenue Stream Diversification - Innovation & New Product Development	Expansion - Connected Businesses
Marketing	- Consumer Personas - Customer Journey - Brand Identity - Landing Page - Online Presence - Data Tracking - Basic - Grassroots/Traditional Digital	- Marketing Budget - Marketing Strategy - CRM Workflows - Campaigns - Website	- Core Leadership Team - Campaigns - Funnels - Value Ladder - Data Tracking - Advanced	- Funnel Enhancements - CRM Integrations - Basic Foundational - Marketing Automation - Basic Foundational - Data Tracking Enhanced	- Multi-step Funnels - Basic - Marketing Automation - Advanced - Audience Segmentation	- Omni-present Content Marketing - Original Branded Content - CRM Integrations - Advanced
Sales	- Sales Process - Inbound - Sales Process - Outbound - Pipeline Generation - Daily Stat Tracking & Reporting	- Team Duplication - (4 M's) - Products & Services Guide - Sales Tools Enhancements - CRM Best Practices	- Core Leadership Team - Team Performance Optimization - Call Tracking & Reporting - Upsell/Cross-Sell Strategy	- Call Tracking & Reporting (AI) - Trade Show/Events - CRM Automation - Sales Playbook	- Sales Department Audit - Executive Leadership Development - CRM Integrations - Forecasting Accuracy	- Department Growth & Optimization - Sales Enablement Content
Finance	- Financial Reporting - Budget Development - Cash Flow Management - Self-Funding Algorithm - RPE	- Strategic Hiring Plan - Financial Team Support - Profit Margin Analysis - Incentive Planning	- Core Leadership Team - Incentive Planning - Optimization - Profitability By Product Analysis - Cost Analysis	- Profit Sharing - Incentive Planning STI/LTI - Tax Planning - Working Capital Management	- Cash to Accrual Accounting - Mergers & Acquisitions - External Advisory - Financial Controls	- Financial Management Optimization - Financial Technologies - Comprehensive Risk Management
Operations	- Organizational KPIs - Vendor Support - Team Meetings - Daily	- Best Practice Identification - Process Documentation - Department Metrics - Individual Metrics - Team Meetings	- Core Leadership - Peer-to-peer Metric Comparison - Top Performer Duplication	- Operations Optimization - New Product/Service Analysis - Process Specialists	- Vendor Audit - Emergency Preparedness - Proactive Change Management Process - Expansion into New Markets	- Updated Expansion Analysis - Process Automation - Process/Project Team
People	- Mission, Vision, Core Values - Hiring Strategy - Rule of 3 - Top Performer Duplication - PPF Goal Planning - One-on-One Meetings	- Job Description - Team Onboarding Plan Creation - Resource Planning - Employee Handbook - Annual Performance Review	- Hiring Team Duplication - Employee Maturity Model - Professional Employer Resources - Financial Training & Education	- Core Leadership Team (HR) - Resource Planning Optimization - Core Leadership Development - Team Onboarding Plan Enhancement - Employee Development & Training	- Organizational Human Capital Strategies - Recruitment Optimization - HRIS Platform	- Core Leadership Duplication - Optimized Hiring Strategy - Team Onboarding Plan Optimization
Leadership	- The 3 Lids - ME Leadership - Communication - Self-Awareness - Communication - VCE Method - PPF & Mentor Alignment	- Culture of Remarkability - WE Leadership - Owner/Leader Duplication (Visionary, Builder, Integrator) - Top Performer Duplication - Mentors - Studying & Applying	- Core Leadership Team Competencies - Progress Over Perfection Tactics 3 Points of Integration	- Employee Maturity Model Optimization - Coaching Process	- Ethics/Cycle Creation Management - Executive Leadership	- Employee Retention & Succession Planning - Change Management Optimization
Data Reporting	- Financial Reporting Software - Organizational KPI Tracking	- Department Metric Reporting - Customized Dashboards - Reporting Cycles Optimization	- Organizational Priority Reporting - KPI Reporting Dashboard - Data Quality & Validation	- CRM Integration Reporting - Business Intelligence Tools - Trend Analysis	- Data Collection & Capitalization - Data Security & Compliance - Predictive Analysis	- Data Resource Department - Automated Data Collection - Recurring Data Audits - Cross-functional Collaboration