

Business Growth Roadmap Checklist 2025

Assess Current State & Market

- Review last 12-18 months: revenue, customer growth, channel performance
- Analyze competitors and market trends
- Identify strengths, weaknesses, opportunities, and threats (SWOT)

Define Growth Objectives

- Set SMART goals (Revenue, Market Expansion, Product/Service Diversification)
- Prioritize which growth levers to pull (marketing, partnerships, new product)
- Estimate timelines and milestones

Plan Resources & Budget

- Allocate budget for marketing, operations, staffing, and infrastructure
- Identify needed resources (personnel, tools, capital)
- Establish contingency / risk buffer

Execution Strategy

- Break roadmap into phases or quarterly plans
- Assign responsibility and ownership for each initiative
- Use key metrics (KPIs) to measure progress

Monitor, Review & Adjust

- Set review cycles (quarterly or semi-annual)
- Collect feedback and measure results vs plans
- Adjust roadmap based on performance, market shifts, or learnings