

DIAGNOSTIC-FIRST GROWTH NETWORK

Growth Recon

N

Navigate Checklist

The hardest part isn't the strategy. It's getting humans to follow it.

QUICK-REFERENCE CHECKLIST

01 Change Management

- **[START HERE]**** Write a one-page "Why We're Changing" document - lead with the business cost of doing nothing
- Identify the 3 biggest objections you'll face internally and prepare data-backed responses for each
- Announce changes with clear "what's changing, why, and what it means for you" messaging to each team
- Present findings from R-E-C-O stages to leadership with data first, recommendations second
- Create a 30/60/90 day rollout timeline with specific milestones and success criteria
- Set up a weekly 15-minute check-in during the first 60 days to surface adoption blockers early

02 Ally Identification

- **[START HERE]**** Map every stakeholder on an influence vs. attitude matrix (high/low influence, supporter/resistor)
- **[START HERE]**** Find one executive sponsor who will back the changes publicly when resistance gets loud
- Identify the "quiet influencers" - people without titles who shape team opinion through hallway conversations
- Create a communication channel for ally coordination - shared doc, Slack channel, or weekly sync
- Identify 3 internal allies who already see the problems - recruit them as early adopters
- Brief your allies before the broader announcement - give them context so they can reinforce the message
- Verify each ally has decision-making authority or direct access to someone who does
- Ask each ally what resources or air cover they need from you to stay engaged

03 Training & Handover

- Build a training deck for each new process: what changed, how to do it, who to ask when stuck
- Run one live training session per team and record it for anyone who can't attend
- Assign a go-to person for each major change area who can answer questions for the first 30 days
- Record a 10-minute walkthrough video for each new tool or workflow - written docs alone won't stick
- **[START HERE]**** Create a "Quick Reference" one-pager for each role: their 5 most common tasks in the new system
- Schedule a 30-day post-training check-in to measure adoption and identify who's still struggling

04 Hard Decisions

- List every role, vendor, or tool that the new system makes redundant - don't avoid the conversation
- Set a deadline for underperforming vendors: 30 days to show measurable improvement or contract ends
- Make the decision, communicate it directly, and move on - prolonged ambiguity causes more damage than change
- For each person affected, prepare a clear explanation of what changes and what support you'll provide
- **[START HERE]**** Document the cost of indecision - what happens to the business every month you delay the hard call
- After each hard decision, follow up within one week to ensure the transition is clean and no one is left hanging