coterie

The Growth Gap Checklist



Every growth gap creates ripples. Small frictions rarely stay contained. A delay in content affects partner activation. Poor measurement obscures commercial impact. Limited capacity slows execution across the entire system.

This checklist maps where those ripples start. Thirty questions across nine dimensions of your growth system. Answer each honestly, yes or no.

A "no" is not a failing. It is where untapped potential sits. Most partner-led organisations find opportunities in the majority of dimensions. The pattern your answers create reveals where your biggest growth opportunities are waiting.

Thirty questions across nine dimensions of your partner-led growth system

Practitioner insights from 700+ ecosystem engagements

01. Partner Activation

60% of MDF goes unclaimed every quarter.

ZINFI

Yes	No	
○	○	Do more than 20% of your partners actively generate pipeline each quarter?
○	○	Can your partners access and deploy campaign-ready content within 48 hours?
○	○	Do you have joint plans with specific commercial outcomes for your top 15 partners?
○	○	Is MDF claimed and deployed by the majority of eligible partners each quarter?

02. Capacity

Marketing budgets in IT dropped from **9%** to **5.8%** of revenue in a single year.

Gartner 2025

Yes	No	
○	○	Has your team formally retired at least one programme or initiative in the last 12 months?
○	○	Can every current initiative be traced to a specific pipeline or revenue outcome?
○	○	Does your team have capacity to properly support more than five partner relationships at any given time?

03. Content Utility

65% of marketing content goes unused by sales.

Forrester / Highspot

Yes	No	
○	○	Can you identify which 10% of your content assets drive the majority of engagement?
○	○	Do partners regularly use your campaign content without requesting significant modifications?
○	○	Can your sales reps find the right content for a specific conversation in under five minutes?
○	○	Is your content built around buyer decision moments rather than your marketing calendar?

04. Speed

Sales reps spend just **30%** of their week actually selling.

Salesforce, 2024

Yes	No	
○	○	Can a new piece of content reach a partner's customer conversation within one week of creation?
○	○	Has your approval process been audited for time-to-market impact in the last 12 months?
○	○	Is your go-to-market cycle shorter than your average buyer's decision window?

05. AI Readiness

42% of companies abandoned most AI initiatives in 2025, up from **17%** in 2024.

S&P Global

Yes	No	
○	○	Can you name three processes where AI has delivered measurable time or cost savings?
○	○	Are your AI tools running on workflows that were already working well before automation?
○	○	Has at least one AI initiative from the past 18 months survived past the pilot stage into production use?

06. Relevance

94% of buying groups ranked preferred vendors before first contact.

6sense 2025

Yes	No	
○	○	Do you know where your target buyers form their vendor shortlist, and does your organisation have a presence there?
○	○	Does your content reach buyers through channels outside your owned platforms?
○	○	Can you influence buying committee members who never fill out a form or attend a webinar?

07. Operating Model

B2B buying groups now involve **10+ people** in a typical purchase.

6sense, 2025

Yes	No	
○	○	Has your operating model been redesigned (not just updated) in the last three years?
○	○	Do fewer than half your marketing tools overlap in core functionality?
○	○	Were the core processes your team uses daily designed for current market complexity, not inherited from a simpler era?

08. Commercial Alignment

82% of C-suite leaders say sales and marketing are aligned. **65%** of sales and marketing professionals say there is a lack of alignment.

Forrester, 2024

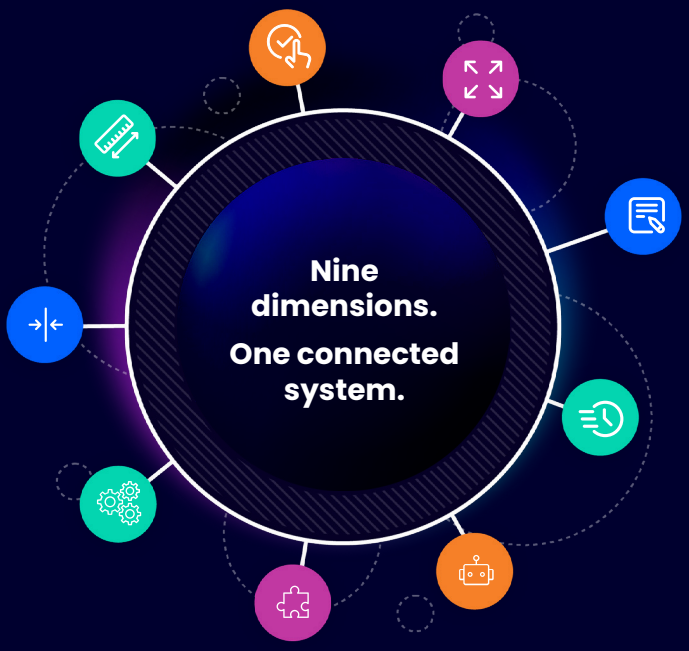
Yes	No	
○	○	Would your marketing team and sales leadership independently describe the same top commercial priority this quarter?
○	○	Does marketing and sales share a common definition of "qualified"?
○	○	Do your partner marketing metrics connect directly to the revenue metrics your CFO reviews?
○	○	Are budget conversations grounded in shared commercial outcomes rather than separate departmental dashboards?

09. Measurement

Only **21%** of B2B marketers can measure ROI with confidence.

Demand Gen Report 2025

Yes	No	
○	○	Does your attribution window match the actual length of your average buying cycle?
○	○	Can you measure the influence of partner-led conversations on pipeline, not just direct leads?
○	○	Can you connect this quarter's marketing activity to specific revenue outcomes in language your CFO would accept?



The connected system

These nine dimensions do not operate in isolation. Capacity constraints drive content waste. Content waste reduces speed to market. Speed problems compound when the relevance window shrinks. Measurement gaps make the whole system invisible to the people who fund it.

You don't have nine separate problems. You have one connected growth system under friction. The pattern of your answers shows where that friction accumulates.

Your pattern

Count your "yes" answers across all nine dimensions, then look at where they cluster.

25-30 yes

Your growth system has strong foundations. Your biggest opportunities sit at the connections between dimensions - where friction in one area quietly constrains another. The Growth Gap Assessment maps those interdependencies and shows where small adjustments compound.

15-24 yes

Solid momentum in several areas, with clear headroom in others. The pattern matters more than the total. Where your "no" answers cluster shows where intervention would compound fastest — and where one change unlocks progress across multiple dimensions.

Under 15 yes

Significant untapped potential across your growth system. More common than you would expect — most partner-led organisations we work with find opportunities in the majority of dimensions. The organisations that change outcomes are not the ones that fix nine separate things. They are the ones that understand how the dimensions connect.

Your answers are the starting point.

This checklist gives you a snapshot of where growth friction may be building across your partner ecosystem.

What it can't tell you is why those gaps exist, what they are costing you, or how the pieces connect.

That is where the conversation gets interesting.

Share your results with us and we'll help you unpack the pattern, explore the bigger picture and identify where to focus next.

Talk to Coterie

Ecosystem growth, by design.

13 years · 700+ ecosystem engagements · 60+ global technology brands

B Corp Certified · CIM Accredited