

30-Day Growth System Diagnostic

For engineering, construction, and manufacturing firms whose growth still runs on a few key people instead of a system.

01 WHO IT'S FOR

- ✓ Owner led engineering, construction, and manufacturing firms.
- ✓ Most new work comes from a handful of principals, project executives, or reps.
- ✓ Leadership wants a clearer, more transferable growth system before the next round of hires, investments, or succession steps.

02 WHAT YOU GET IN 30 DAYS

Growth Dependency Map

A visual of which clients, markets, and pursuits depend on which people, and where you have single points of failure.

Pursuit or Quote Economics Review

A clear look at where proposal, bid, or quote time is going, and which opportunities actually return margin and momentum.

Growth Operating System version one

Simple rhythms and roles for planning and reviewing growth work across leadership, seller-doers, and support.

Six number executive scoreboard and 90 day moves

A short set of firm level numbers and next steps you can use in partner or owner meetings.

03 HOW IT WORKS

01

Growth Continuity Check

A 20 minute call to confirm fit, timing, and focus.

02

Data and interviews

Light data pull plus brief conversations with key people.

03

Analysis and design

We build the map, review economics, and design the operating system and scoreboard.

04

Review and decision

We walk through findings and 90 day moves, then you decide how to install the system.

04 WHY SMART YETI

- ✓ Led by a former Professional Engineer with experience delivering and growing real world projects.
- ✓ Built for engineering, construction, and manufacturing firms, not generic B2B companies.
- ✓ Time boxed and vendor agnostic. No media, software, or creative team to sell.

To see if a Diagnostic makes sense this year, schedule a 20-Minute Growth Continuity Check.