



# GROWTH GOVERNANCE

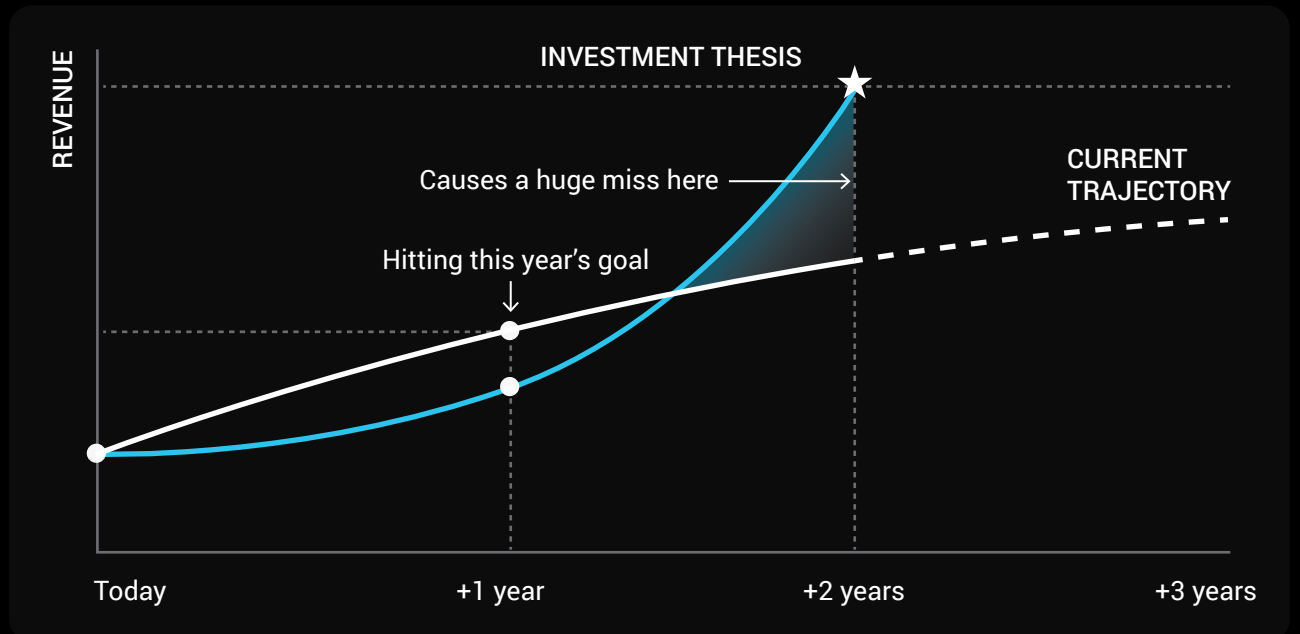
The science behind growing fast.

## GROWTH IS A DESIGNED SYSTEM

Growth systems are shaped by two forces: compounding investments that build long-term value, and near-term accountability to this year's targets.

Both matter. Both can coexist. The key is governance: a structure that protects long-term momentum without sacrificing short-term results.

Growth governance is the discipline that holds the system together.

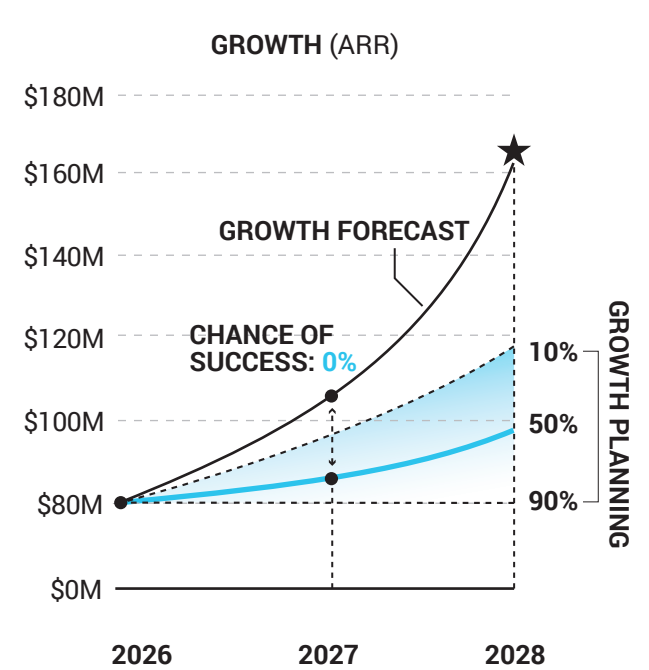
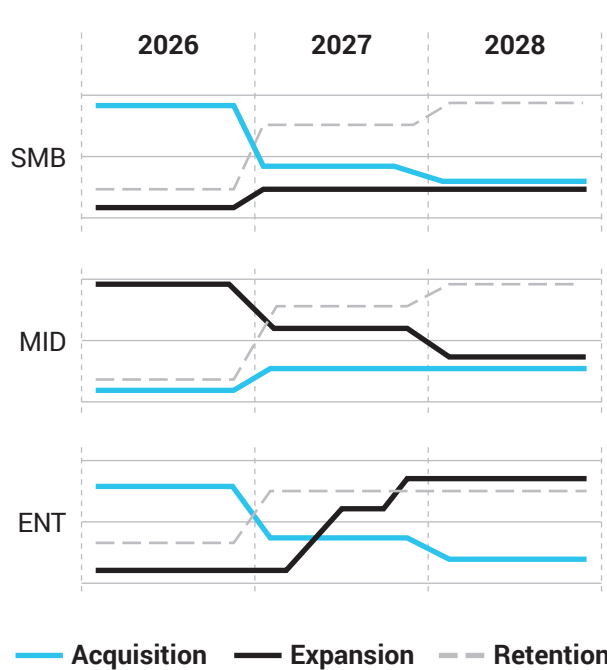


## GROWTH GOVERNANCE



	Acquisition	Retention	Expansion	
SMB	-\$4.0	-\$1.3	-\$1.5	-\$6.8
MID	\$0.5	\$0.4	\$0.6	\$1.5
ENT	-\$0.8	-\$0.2	\$0.4	-\$0.6
Sub-total	-\$4.3	-\$1.1	-\$0.5	-\$5.9

Risk ■ ■ Opportunity



## GROWTH OWNERSHIP

True growth governance is a shared discipline. These are the core roles GTM teams should consider to ensure cross-functional alignment.

	GROWTH MATRIX	GROWTH MAPPING	GROWTH PLANNING	GROWTH GOVERNANCE
BOARD			✓	✓
EXECUTIVE TEAM		✓	✓	✓
VP OF GROWTH	✓	✓	✓	✓
REVENUE OPERATIONS	✓	✓		