

# Checklist: Product-Led Growth Readiness Assessment

## 1. Organization & Culture

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- Are you a product-led organisation? Is the whole organisation committed to balancing business and customer needs and delivering value to both?
- Does the organization prioritize understanding and empathizing with user needs and pain points?
- Do key stakeholders have a solid understanding of what product-led growth is and how it differs from other growth strategies?
- Is there alignment among leadership regarding the benefits and challenges of a product-led approach?
- Do key decision-makers support the shift towards a product-led approach (or incorporating product-led growth)?
- Is there a commitment to allocate resources, both financial and human, to facilitate the transition?
- Is there a reasonable commitment to a learning period?

## 2. Strategy

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- Do you have a clear business strategy?
- Do you understand your current growth motion and what is successful?
- Do you understand what will drive future growth and how you will achieve it?
- Does your product strategy and roadmap support this strategy?
- Is the pricing model aligned with the self-service nature of PLG, enabling users to upgrade without friction?
- Have potential barriers to conversion been minimized?

## 3. Cross-Functional Collaboration and Alignment

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- Do you have effective structures or teaming in place to support effective cross-functional collaboration?
- Are teams such as product, engineering, sales, marketing, and customer support aligned and collaborating effectively?

- Is there shared PLG goals in place?
- Is there a shared understanding of the role each function plays in achieving PLG goals?
- How are your teams' incentivised?

## 4. Products that Customers Love

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- Does the product effectively solve a real and significant customer need? Is it a recurring need?
- Are there positive indications that users find value in the product and are willing to recommend it to others?

## 5. The Right Metrics and Data to Back it Up

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- Do you understand the metrics that will help drive growth? Have you defined your north star metric?
- Is the organization equipped with the necessary tools and processes to collect, analyze, and interpret user data?
- Does the organization track metrics like user engagement, conversion rates, trial-to-paid conversion, and product adoption rates?
- Are these metrics used to guide decision-making and drive growth strategies?
- Is continuous user feedback collection in place and is it incorporated into product development?
- Are cross-functional teams able to use data to make informed decisions regarding product improvements?

## 6. Show Value Fast

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- Is the product designed for easy self-service adoption, minimizing the need for direct customer support?
- Is the product user-friendly, with a focus on ease of adoption and self-service?
- Are product features well-documented and easily accessible to users?
- Can users find solutions to common issues through self-help resources or a knowledge base?
- Does the organization have effective onboarding processes to guide users through product usage?
- Are there resources like tutorials, documentation, and webinars to help users maximize the product's value?

## 7. Curiosity and Experimentation

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- Does the organization have a culture that encourages experimentation and rapid iteration based on user feedback and data insights?
- What is the organisational risk appetite? How is the idea portfolio balanced?
- Are there mechanisms in place to test new ideas?
- Is there support to “kill” ideas if the tests are not successful?