Growth Context Canvas

Company name:	Growth Team:	Date:
		Version:

Company Persona

Bio
Describe who the company is in the context of this growth effort. Include company type, stage, core capabilities, and primary markets served. Focus on what the organization can realistically execute and deliver today. Mention relevant constraints only if they influence strategic choices or growth speed.

Mission
Describe what the company does and for whom, in the present. Focus on the core activity and scope, not on future ambition. A good mission makes it clear which problems you choose to solve and which you do not. It should help teams decide whether an initiative or experiment fits or does not fit.

Vision
Describe the long term future the company is working toward. Focus on the impact you want to have on customers, the market, or society over time. A vision should be directional and inspiring, but stable enough to guide decisions across multiple growth cycles.

Why
Explain why this company exists beyond making money, and why this work matters now. Focus on the underlying purpose that connects customer impact with business reality. Include the reason this problem is worth solving, and the strategic or contextual urgency that makes it relevant at this moment.

North Star Metric
Define the single metric that best represents long term customer value creation. This metric should reflect meaningful usage or impact, not vanity growth. Specify the exact definition and calculation. A good North Star Metric helps teams prioritize decisions and align efforts across product, marketing, and growth.

Core Values
List the principles that guide behavior and decision making within the company. Values should influence how the company builds products, interacts with customers, and pursues growth. Include only values that are actively practiced and protected, even when they create trade offs or limit short term gains.

Value proposition

Products & services
List all products and services that help customers do their jobs. Include the core product, supporting features, services, onboarding, support, pricing or packaging elements. Describe what is actually delivered, not the benefits. This is an inventory of offerings, not a value statement.

Gain creators
Describe how your products and services create customer gains. Explain how they produce outcomes the customer expects, desires, or would be positively surprised by. Each gain creator should map to one or more customer gains. Focus on how value is created, increased, or accelerated for the customer.

Pain relievers
Describe how your products and services reduce or eliminate specific customer pains. Each pain reliever should clearly link to one or more pains on the customer side. Explain the mechanism by which the pain is reduced, avoided, or made acceptable. Be concrete and factual. Avoid vague claims such as 'easy' or 'better'.

PMF-score
Describe how you measure product market fit. Use one clear, primary indicator that reflects real customer value, such as a PMF survey score, retention rate, or usage threshold. Specify the exact metric, how it is calculated, the sample or time window used, and the current value. Include what level would indicate strong product market fit and why this metric is meaningful.

Customer segments

Customer jobs
Describe what the customer is trying to get done in a specific situation. Include functional jobs (tasks they want to complete), emotional jobs (how they want to feel), and social jobs (how they want to be perceived by others). Focus on the situation that triggers action, not on product features. Write jobs as customer problems, using language from the customer's perspective.

Gains
Describe the outcomes and benefits the customer expects or desires when the job is done successfully. Include required gains (must haves), expected gains, desired gains, and possible positive surprises. Gains can relate to results, performance, emotions, or social impact. Be explicit about what 'better' means for the customer.

Pains
Describe everything that annoys, frustrates, or prevents the customer from getting the job done well. Include risks, obstacles, negative emotions, wasted effort, fear of failure, and undesired outcomes. Pains can occur before, during, or after trying to complete the job. Prioritize pains that are frequent, severe, or cause customers to abandon or delay action.

Customer Persona

Bio
Describe who this person is in the context of the customer journey. Focus on their role, responsibilities, and relationship to the problem you are solving. Include job title or life role, seniority or experience level, and their part in the decision and usage process (user, buyer, influencer, gatekeeper). Avoid demographic details unless they directly affect behavior.

Motivation
Describe what drives this persona to take action in the journey. Focus on the underlying energy behind behavior, not the action itself. Include internal drivers such as fear, ambition, relief, or desire for control, and external triggers such as deadlines, events, or pressure from others. Motivation should explain why change happens now and why the persona is willing to invest effort.

Goals
Describe the outcomes this persona wants to achieve, both short term and long term. Include functional goals (what they want to get done), emotional goals (how they want to feel), and social goals (how they want to be perceived). Goals should reflect what success looks like to the persona at different stages of the journey, not what the company wants them to do.

Personality
Describe stable behavioral traits that influence how this persona moves through the journey. Focus on decision style, communication preference, tolerance for uncertainty, and emotional responses under pressure. Include how they typically react to change, complexity, and persuasion. Avoid stereotypes and focus on patterns that affect choices and interactions.

Frustrations
List the recurring sources of irritation, resistance, or stress this persona experiences while trying to achieve their goals. Include process friction, lack of clarity, wasted time, dependency on others, or loss of confidence. Focus on what makes progress feel slow, risky, or exhausting from the persona's perspective.

Core Beliefs
List the beliefs this persona holds about their world, their work, and how problems should be solved. These beliefs shape how they interpret information, evaluate solutions, and justify decisions. Include assumptions about risk, control, efficiency, quality, trust, and what 'good' looks like. Write beliefs as statements they would personally agree with.

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