

THE SURRENDER MARKETING DIAGNOSTIC

Are You Leading Growth— or Surrendering It?

A 20-Question Assessment to Reveal Where Strategy Is Strong, Where It's Drifting, and Where It May Have Been **Surrendered**.



THREE LEVELS OF VULNERABILITY



STRATEGIC DISCIPLINE

75–100 POINTS

You lead with insight, differentiate with clarity, innovate with purpose, and integrate strategy into action.



STRATEGIC DRIFT

45–74 POINTS

You're making progress, but inconsistencies are limiting your ability to grow with confidence and conviction.



SURRENDER MARKETING

BELOW 45 POINTS

Marketing has been handed over to platforms, processes, or pressure. You're optimizing activity—not shaping the future.

WHAT YOU'LL LEARN



Where your organization stands across the four principles of **Upstream Marketing**.



What's fueling growth—and what's putting it at risk.



Where to focus your energy to strengthen strategy and performance.



How to move from **Strategic Drift** to **Strategic Discipline**.



20 QUESTIONS
10 MINUTES

ONE LEADERSHIP CONVERSATION THAT CAN CHANGE YOUR TRAJECTORY.



HOW TO USE THIS DIAGNOSTIC

- 1 Read each statement and rate how strongly you agree it describes your organization today.
- 2 Use a scale of 1 to 5: 1 = Strongly Disagree 3 = Neutral 5 = Strongly Agree
- 3 Total your score and identify your overall level of vulnerability and priority areas.




SCORING YOUR RESULTS

Add up your total points (20–100) and use the scale to the left to determine your overall level.

Your lowest scoring principle is your priority area. That's where upstream marketing will deliver the greatest impact.

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 **20 QUESTIONS**
10 MINUTES

A 20-Question Assessment to Reveal Where Strategy Is Strong, Where It's Drifting, and Where It May Have Been **Surrendered**.

One leadership assessment.
Clear insight. Greater impact.
A stronger path forward.

RATE EACH STATEMENT: 1 = STRONGLY DISAGREE 2 = DISAGREE 3 = NEUTRAL 4 = AGREE 5 = STRONGLY AGREE
Add your score (1–5) for each question in the space provided.



1. INSIGHT

Deep customer, market, and technical understanding drives strategic choices.

1. We deeply understand the real problems, needs, and motivations of our best customers. ___ / 5
2. We have clear insight into market dynamics, trends, and competitive forces. ___ / 5
3. We use data and research to challenge assumptions and inform our strategy. ___ / 5
4. We understand the operational and technical realities that impact our market. ___ / 5
5. Our insights directly shape our strategic priorities and decisions. ___ / 5

INSIGHT TOTAL ___ / 25



2. IDENTITY

A clear, differentiated brand creates preference and guides every decision.

6. Our value proposition is clear, compelling, and differentiated. ___ / 5
7. Our brand positioning is well-defined and consistently expressed. ___ / 5
8. We make strategic trade-offs to reinforce our identity. ___ / 5
9. Our messaging connects with the right audience in meaningful ways. ___ / 5
10. Our brand guides decisions across marketing, product, sales, and service. ___ / 5

IDENTITY TOTAL ___ / 25



3. INNOVATION

A disciplined approach to opportunity and innovation creates the future, not just reacts to it.

11. We have a clear point of view on where the market is going. ___ / 5
12. We proactively pursue opportunities for growth and differentiation. ___ / 5
13. We invest in ideas that create long-term advantage, not just short-term results. ___ / 5
14. We test, learn, and adapt faster than our competitors. ___ / 5
15. We turn insights and ideas into meaningful innovation. ___ / 5

INNOVATION TOTAL ___ / 25



4. INTEGRATION

Strategy and execution stay connected through alignment, focus, and continuous learning.

16. Our strategy is clearly understood across the organization. ___ / 5
17. Our teams are aligned around shared priorities and goals. ___ / 5
18. Execution reinforces our strategy; it doesn't dilute or distract from it. ___ / 5
19. We measure what matters and learn from what we see. ___ / 5
20. We continuously adapt our strategy based on feedback and results. ___ / 5

INTEGRATION TOTAL ___ / 25

YOUR SCORES

1. Insight ___ / 25
2. Identity ___ / 25
3. Innovation ___ / 25
4. Integration ___ / 25

OVERALL SCORE

___ / 100

- 75–100 Strategic Discipline
45–74 Strategic Drift
Below 45 Surrender Marketing

YOUR PRIORITY AREA

Which principle is your lowest scoring?
That's your highest leverage opportunity.