Growth Partnership Scorecard

Purpose:

Most agencies confuse “relief” vendors with true growth partners. Relief partners keep you afloat. Growth partners pull you ahead.

This scorecard helps you **separate the two** — so you can double down on the relationships that actually expand revenue, open markets, and elevate positioning.

Instructions

1. List your top 3–5 current partners.
2. For each, score them **Yes (1) or No (0)** against the criteria below.
3. Add up the total.
4. Use the scoring guide to identify whether they are Relief, Efficiency, or Growth Partners.

Partner Evaluation Criteria

Criteria	Yes	No	Notes
Does this partner open new markets or client opportunities for us?			
Do they strengthen retention or upselling with current clients?			
Do they create co-marketing or cross-referral opportunities?			

Criteria	Yes	No	Notes
Do they elevate our industry positioning (brand, IP, thought leadership)?			
Are they proactive in suggesting growth plays, not just executing tasks?			

Scoring Guide

- **0–1 = Relief Partner**

  → Keeps you afloat. Task-driven, short-term relief, little growth impact.

- **2–3 = Efficiency Partner**

  → Protects margin, stabilizes ops. Helpful, but still inward-facing.

- **4–5 = Growth Partner**

  → Multiplies revenue, opens markets, strengthens positioning.

How to Use This Scorecard

- Run it in your next **leadership meeting**.
- Compare partner scores side by side.
- Identify which partnerships should be scaled, reset, or phased out.
- Revisit quarterly to ensure your partner mix evolves with your agency’s growth strategy.

> **Score your partners before you scale them — margin relief is good, but market growth is better.**