



THE GRAVITY RESTAURANT LEADERSHIP SYSTEM

The Gravity Growth and Sales Building System

How to install, operate, review, and scale the complete GRV-G01–GRV-G30 system

Published by Thomas Monroe Books | Author: Thomas Butler

Activity is not a growth system

Most restaurants already promote, post, discount, network, quote, and follow up.

The problem is that the activity often has no shared market choice, capacity gate, contribution rule, owner, evidence, or stop decision.

Disconnected demand

Channels compete for attention without one growth priority.

Uncontrolled promises

Sales can outrun capacity, service, or financial guardrails.

No learning loop

Results do not become a decision, correction, or repeatable playbook.

GRV-G converts activity into a controlled path from market evidence to scalable contribution.

Sustainable growth has four tests

Revenue alone is not the operating standard.

- | | | |
|---|------------------------------|--|
| 1 | Qualified demand | The right guest, occasion, market, and channel |
| 2 | Honest conversion | A clear promise, permission path, and working action |
| 3 | Reliable delivery | Capacity, service, food, staffing, and handoff can perform |
| 4 | Verified contribution | The result survives GRV-P economics and review |

If one test fails, growth work is corrected or stopped before it is scaled.

GRV-G owns the growth decision

It references other systems; it does not replace them.

GRV-G

Market choice, visibility, pipeline, campaigns, partnerships, experiments, scale

GRV-R

Individual contact, permission, suppression, outreach, recovery, relationship history

GRV-P

Contribution, margin, offer and channel economics, event profitability, verification

GRV-S / C / F / T

Service, staffing capacity, product execution, and training evidence

GRV-I / GRV-RC

Source authority, controlled change, risk, dependencies, and continuity

Growth may propose. The owning system must approve its controlled subject before launch, sale, or scale.

Six operating areas cover the full path

01–05

Market position

Baseline, trade area, segments, competition, annual strategy

11–15

Sales development

Pipeline, qualification, discovery, proposals, lost-sale learning

21–25

Revenue channels

Catering, events, accounts, partnerships, referral alliances

06–10

Local demand

Discovery, listings, reputation, content, community presence

16–20

Conversion control

Offers, campaigns, channels, landing paths, results decisions

26–30

Scale and renewal

Weekly review, funnel, experiments, replication, roadmap

Every area ends in a decision, an owner, evidence, and a next review.

Thirty tools share one operating grammar

THE CODE TELLS YOU WHERE THE RECORD BELONGS

GRV-G01 through GRV-G30

- One official ID and name
- One named owner and frequency
- One source and limitation standard
- One review and decision path
- No uncontrolled local duplicates

GRV-G TOOL INDEX

Thirty operating tools across one coordinated growth and sales areas

Tool ID	Central Area	Tool Name	Owner	Frequency
GRV-G01	Market Position & Growth Strategy	Growth Position & Opportunity Audit	GM Owner	Quarterly
GRV-G02	Market Position & Growth Strategy	Market & Trade Area Profile	Growth Owner	Semiannual
GRV-G03	Market Position & Growth Strategy	Local Segment & Occasion Map	Growth Owner	Quarterly
GRV-G04	Market Position & Growth Strategy	Competitive Position & Differentiation Review	GM Owner	Quarterly
GRV-G05	Market Position & Growth Strategy	Annual Growth Strategy & Revenue Goal Map	Owner/GM	Annual, monthly review
GRV-G06	Local Visibility & Demand Generation	Local Visibility & Economy Audit	Growth Owner	Monthly
GRV-G07	Local Visibility & Demand Generation	Local Listing & Search Presence Control	Digital Owner	Monthly and as change
GRV-G08	Local Visibility & Demand Generation	Reputation & Review Growth Plan	GM/Growth Owner	Monthly
GRV-G09	Local Visibility & Demand Generation	Local Content & Promotion Calendar	Marketing Owner	Monthly
GRV-G10	Local Visibility & Demand Generation	Community Presence & Local Outreach Planner	GM/Growth Owner	Monthly
GRV-G11	Sales Pipeline & Revenue Development	Sales Channel & Opportunity Pipeline	Sales Owner	Weekly
GRV-G12	Sales Pipeline & Revenue Development	Lead Qualification & Priority Worksheet	Sales Owner	As qualification
GRV-G13	Sales Pipeline & Revenue Development	Sales Conversation & Needs Discovery Guide	Sales/Event Owner	Per qualified opportunity
GRV-G14	Sales Pipeline & Revenue Development	Proposal, Quote & Follow-Up Planner	Sales/Event Owner	Per proposal
GRV-G15	Sales Pipeline & Revenue Development	Lost Sale, Objection & Conversion Review	Sales Owner	Weekly/monthly
GRV-G16	Others, Campaigns & Conversion	Offer Strategy & Quarterly Worksheet	GM/Growth Owner	Per offer
GRV-G17	Others, Campaigns & Conversion	Campaign Brief & Approval Plan	Marketing Owner	Per campaign
GRV-G18	Others, Campaigns & Conversion	Channel Specific Campaign Planner	Marketing Owner	Per channel/campaign
GRV-G19	Others, Campaigns & Conversion	Conversion Path & Landing Experience Review	Growth/Digital Owner	Per campaign, quarterly
GRV-G20	Others, Campaigns & Conversion	Campaign Results & Next Best Action Review	Growth Owner	Per campaign
GRV-G21	Catering, Events & Partnerships	Catering Sales Development Plan	Catering Owner	Quarterly
GRV-G22	Catering, Events & Partnerships	Private Dining & Event Sales Planner	Event Owner	Weekly
GRV-G23	Catering, Events & Partnerships	Local Business & Organizational Account Plan	Sales Owner	Monthly
GRV-G24	Catering, Events & Partnerships	Community Partnership & Sponsorship Review	GM Owner	Per opportunity
GRV-G25	Catering, Events & Partnerships	Referral & Strategic Alliance Plan	Growth Owner	Quarterly
GRV-G26	Measurement, Scaling & Renewal	Weekly Growth & Sales Review	GM/Growth Owner	Weekly
GRV-G27	Measurement, Scaling & Renewal	Growth Funnel & Conversion Scorecard	Growth Analyst/GM	Monthly
GRV-G28	Measurement, Scaling & Renewal	Growth Experiment & Learning Log	Growth Owner	Per experiment
GRV-G29	Measurement, Scaling & Renewal	Scalable Growth Playbook & Replication Test	Owner/Operations	Per scale decision
GRV-G30	Measurement, Scaling & Renewal	Annual Growth Renewal & 100-Day Roadmap	Owner/GM	Annual

Install control before acceleration

DAYS 1–30

Baseline and control

Definitions, sources, owners, listings, active pipeline, weekly review

DAYS 31–60

Visibility and conversion

Qualification, proposals, offers, campaigns, conversion paths

DAYS 61–90

Channels and learning

Catering, accounts, partnerships, experiments, replication decisions

Advance only when GRV-R permission, GRV-P economics, capacity checks, ownership, and source definitions work.

Every tool follows the same six-step cycle

GROWTH & SALES BUILDING SYSTEM | EDITABLE FORMS

OFFERS, CAMPAIGNS & CONVERSION | OPERATING TOOL

Offer Strategy & Guardrail Worksheet

Tool IDGRV-G16

OwnerGM/Growth Owner

CategoryOffers, Campaigns & Conversion

FrequencyPer offer

Purpose: Defines the guest value, economics, capacity, exclusions, authority, stop rules, and measurement for an offer.

OFFER

Offer ID/name

Audience/occasion

Owner

Objective

Start/end

GUARDRAILS

Guest value

Contribution check

Exclusions/cap

Price/discount

Capacity check

Authority/approval

DECISION RULE

Primary measure

Stop/change threshold

Staff readiness

Tracking method

Review date

MANAGEMENT REVIEW

Reviewed by

Decision/action

Review date

Next review

Control note: Use the approved version of GRV-G16. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

THE GRAVITY SYSTEM

20

- 1

Select the GRV-G tool
- 2

Confirm owner and decision
- 3

Enter source evidence
- 4

Clear cross-system guardrails
- 5

Review the result
- 6

Continue, change, stop, or scale

The form captures the decision record; the workbook manages the recurring control.

IDs and evidence make growth auditable

OPP-2026-0042

CMP-2026-07

OFF-2026-03

EXP-2026-05

GA-2026-0018

- Record the source and cutoff date
- Separate actuals, estimates, and assumptions
- Use one definition for each funnel stage and value
- Keep detailed personal records in GRV-R
- Mark unknown evidence as unverified

When the definition, source, period, or limitation is missing, the number is not decision-ready.

Choose a market before choosing a campaign

GROWTH & SALES BUILDING SYSTEM | EDITABLE FORMS

MARKET POSITION & GROWTH STRATEGY | OPERATING TOOL

Market & Trade Area Profile

Tool ID

GRV-G02

Owner

Growth Owner

Category

Market Position & Growth Strategy

Frequency

Semiannual

Purpose:

Defines the practical market, demand generators, customer movement, access conditions, and data sources around the restaurant.

TRADE AREA

Location

-

Primary radius/time

-

Secondary area

-

Access/parking/transit

-

Delivery area

-

-

DEMAND EVIDENCE

Population/households

-

Daytime population

-

Employers and institutions

-

Tourism/events

-

Residential growth

-

Data source/date

-

IMPLICATIONS

Demand generators

-

Access barriers

-

Daypart opportunity

-

Priority zone

-

Next research action

-

-

MANAGEMENT REVIEW

Reviewed by

-

Review date

-

Decision/action

-

Next review

-

Control note:

Use the approved version of GRV-G02. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

THE GRAVITY SYSTEM

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GROWTH & SALES BUILDING SYSTEM | EDITABLE FORMS

MARKET POSITION & GROWTH STRATEGY | OPERATING TOOL

Guest Segment & Occasion Map

Tool ID

GRV-G03

Owner

Growth Owner

Category

Market Position & Growth Strategy

Frequency

Quarterly

Purpose:

Connects priority guest segments to occasions, needs, barriers, value propositions, and reachable channels without storing personal contact data.

SEGMENT

Segment name

-

Occasion

-

Need/job

-

Decision factors

-

Frequency/value potential

-

-

FIT AND ACCESS

Restaurant promise

-

Proof

-

Barrier

-

Reachable channels

-

Capacity fit

-

-

PRIORITY

Priority level

-

Owner

-

Experiment

-

Success measure

-

Review date

-

-

MANAGEMENT REVIEW

Reviewed by

-

Review date

-

Decision/action

-

Next review

-

Control note:

Use the approved version of GRV-G03. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

THE GRAVITY SYSTEM

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DECISION SEQUENCE

- Reconcile the baseline
- Define the practical trade area
- Choose a segment and occasion
- Name a proven position
- Assign one 90-day action

Visibility comes before promotion

GROWTH & SALES BUILDING SYSTEM | EDITABLE FORMS

LOCAL VISIBILITY & DEMAND GENERATION | OPERATING TOOL

Local Visibility & Discovery Audit

Tool ID

GRV-G06

Category

Local Visibility & Demand Generation

Owner

Growth Owner

Frequency

Monthly

Purpose: Tests whether priority guests can accurately discover, understand, trust, and reach the restaurant across major local discovery paths.

DISCOVERY PATH

Search/listing/platform

Owner

Priority query/use

Audit date

GUEST TEST

Can find us

Clear offer/menu

Action path works

Accurate hours/location

Trust evidence

Accessibility check

CORRECTION

Gap

Owner

Verification link/date

Priority

Due date

MANAGEMENT REVIEW

Reviewed by

Decision/action

Review date

Next review

Control note: Use the approved version of GRV-G06. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

THE GRAVITY SYSTEM

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GROWTH & SALES BUILDING SYSTEM | EDITABLE FORMS

LOCAL VISIBILITY & DEMAND GENERATION | OPERATING TOOL

Local Listing & Search Presence Control

Tool ID

GRV-G07

Category

Local Visibility & Demand Generation

Owner

Digital Owner

Frequency

Monthly and at change

Purpose: Controls listing ownership, verification, hours, menu links, categories, attributes, images, access details, and review dates.

LISTING

Platform/profile

Account owner

Recovery access

Profile URL/ID

Verification status

ACCURACY

Name/address/phone

Categories/attributes

Photos

Hours/holiday hours

Menu/order/reservation links

Accessibility/access details

CONTROL

Last checked

Owner

Evidence

Issue

Due date

Next review

MANAGEMENT REVIEW

Reviewed by

Decision/action

Review date

Next review

Control note: Use the approved version of GRV-G07. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

THE GRAVITY SYSTEM

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- Be findable

Test the priority discovery path as a guest would.
- Be accurate

Control hours, categories, links, menu, access, and verification.
- Be trustworthy

Grow honest reviews and route operating themes to correction.

Correct broken discovery before buying more attention.

Pipeline means qualified value plus a next action

REQUIRED FOR ACTIVE PIPELINE

- Opportunity ID
- Qualified need and fit
- Approved value definition
- Controlled stage probability
- Named owner
- Dated next action

1	SALES CHANNEL & OPPORTUNITY PIPELINE																	
2	CRM-011 - 012 One controlled next step, stage, value, probability, owner, and decision date																	
3																		
4	Opportunity ID	Created	Channel / Type	Stage	Organization / Occasion	Estimate Value	Probability	Weighted Value	Qualified?	Owner	Next Step	Next Step Due	Decision Date	Capacity Check	Profitability Check	Date Open	Next Step Airt.	Outcome / Last Reason
5																		
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Weighted value is planning evidence—not booked revenue.

Discovery controls the promise

GROWTH & SALES BUILDING SYSTEM | EDITABLE FORMS

SALES PIPELINE & REVENUE DEVELOPMENT | OPERATING TOOL

Sales Conversation & Needs Discovery Guide

Tool IDGRV-G13

CategorySales Pipeline & Revenue Development

OwnerSales/Event Owner

FrequencyPer qualified opportunity

Purpose: Creates a consistent discovery conversation focused on occasion, outcome, constraints, decision process, and operating fit.

CONVERSATION

Opportunity ID

Participants

Permission to follow up

Date

Owner

DISCOVERY

Desired outcome

Must-haves

Budget/timing

Occasion/context

Constraints

Decision process

FIT AND NEXT STEP

What we can promise

Internal check

Due date

Open questions

Next step

MANAGEMENT REVIEW

Reviewed by

Decision/action

Review date

Next review

Control note: Use the approved version of GRV-G13. Record sources, definitions, limitations, owners, due dates, and evidence.
Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

THE GRAVITY SYSTEM

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DISCOVER

Outcome, must-haves, constraints, timing, budget, decision process

VERIFY

Capacity, menu, price source, accessibility, operations, profitability

PROPOSE

Scope, inclusions, exclusions, assumptions, terms, expiration

FOLLOW UP

Agreed next step and date—not repeated checking without value

HAND OFF

One controlled record from sold promise to operating execution

Do not sell a promise the operating system has not approved.

Campaigns must clear six guardrails

GROWTH & SALES BUILDING SYSTEM | EDITABLE FORMS

OFFERS, CAMPAIGNS & CONVERSION | OPERATING TOOL

Campaign Brief & Approval Plan

Tool ID	GRV-G17	Owner	Marketing Owner
Category	Offers, Campaigns & Conversion	Frequency	Per campaign

Purpose: Defines objective, audience, message, channel, permission path, operations readiness, owner, budget, and decision rule.

CAMPAIGN

Campaign ID/name	Objective
Audience	Channel
Owner	Dates

APPROVAL PATH

Message/claim proof	GRV-R permission rule
Offer guardrail	Operations readiness
Budget	Approvals

MEASUREMENT

Reach target	Conversion target
Contribution target	Tracking
Decision date	

MANAGEMENT REVIEW

Reviewed by	Review date
Decision/action	Next review

Control note: Use the approved version of GRV-G17. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

THE GRAVITY SYSTEM

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1

Truth

Claims have current proof

2

Permission

GRV-R audience and suppression are verified

3

Economics

GRV-P approves contribution and limits

4

Capacity

Operations can deliver the promise

5

Access

The action path is clear and accessible

6

Measurement

Tracking, review date, and stop rule exist

No fake reviews, deceptive claims, hidden relationships, or uncontrolled direct outreach.

Revenue channels use the same discipline

GROWTH & SALES BUILDING SYSTEM | EDITABLE FORMS

CATERING, EVENTS & PARTNERSHIPS | OPERATING TOOL

Catering Sales Development Plan

Tool IDGRV-G21

OwnerCatering Owner

CategoryCatering, Events & Partnerships

FrequencyQuarterly

Purpose:

Builds a focused catering growth plan by buyer, occasion, product, service model, capacity, channel, and revenue objective.

CATERING MARKET

Priority buyer

Occasion/use

Geography

Volume/value

Decision factors

OFFER AND CAPACITY

Product/service model

Minimums

Lead time

Capacity

Delivery/setup

Profitability check

DEVELOPMENT PLAN

Channel

Target accounts

Owner

90-day actions

Goal/review date

MANAGEMENT REVIEW

Reviewed by

Review date

Decision/action

Next review

Control note:

Use the approved version of GRV-G21. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified review controls where relevant.

THE GRAVITY SYSTEM

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CATERING

GROWTH & SALES BUILDING SYSTEM | EDITABLE FORMS

CATERING, EVENTS & PARTNERSHIPS | OPERATING TOOL

Private Dining & Event Sales Planner

Tool IDGRV-G22

OwnerEvent Owner

CategoryCatering, Events & Partnerships

FrequencyWeekly

Purpose:

Controls the event sales process from target occasions through proposal, booking, handoff, fulfillment, and renewal.

EVENT PIPELINE

Priority occasion

Demand period

Package/space

Capacity

Sales goal

SALES STANDARD

Response time

Discovery

Proposal

Deposit/terms

Operations handoff

Post-event follow-up

CONTROL

Owner

Open opportunities

Blocker

Action

Review date

MANAGEMENT REVIEW

Reviewed by

Review date

Decision/action

Next review

Control note:

Use the approved version of GRV-G22. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified review controls where relevant.

THE GRAVITY SYSTEM

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EVENTS

GROWTH & SALES BUILDING SYSTEM | EDITABLE FORMS

CATERING, EVENTS & PARTNERSHIPS | OPERATING TOOL

Local Business & Organizational Account Plan

Tool IDGRV-G23

OwnerSales Owner

CategoryCatering, Events & Partnerships

FrequencyMonthly

Purpose:

Develops repeatable business and organizational accounts with approved value, cadence, ownership, and service capacity.

ACCOUNT

Account ID/name

Type

Contact reference in GRV-R

Owner

Priority

ACCOUNT VALUE

Needs/occasions

Proposed value

Expected cadence

Capacity fit

Terms/approval

DEVELOPMENT

Next action

Due date

Opportunity IDs

Result

Renewal review

MANAGEMENT REVIEW

Reviewed by

Review date

Decision/action

Next review

Control note:

Use the approved version of GRV-G23. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified review controls where relevant.

THE GRAVITY SYSTEM

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ACCOUNTS & PARTNERS

Target occasion • approved value • qualified pipeline • controlled promise • operating handoff • renewal decision

THE GRAVITY SYSTEM

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The workbook turns forms into live control

WORKBOOK FLOW

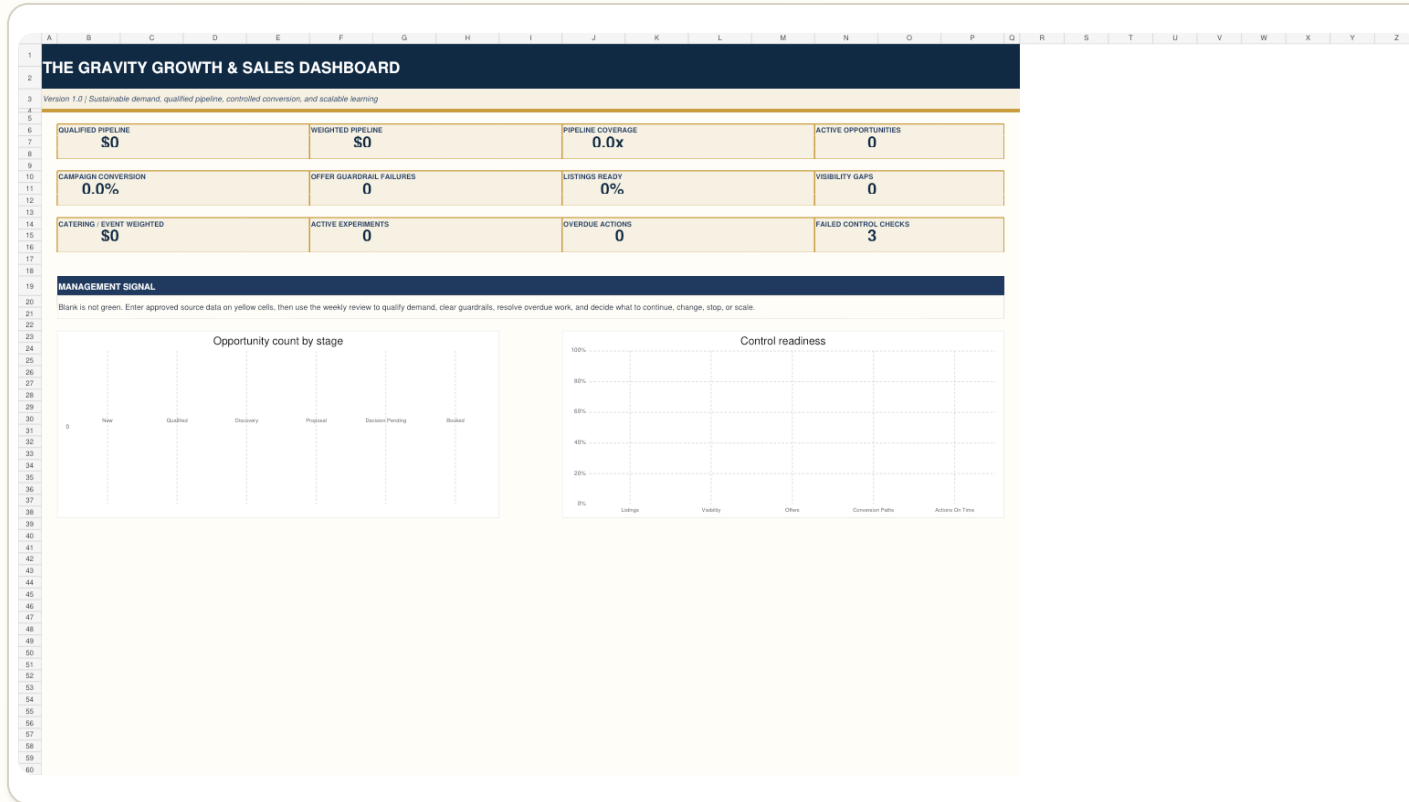
- 1 Set definitions and goals
- 2 Enter source evidence in yellow cells
- 3 Read formula outputs in blue-gray cells
- 4 Review alerts and Checks
- 5 Use Dashboard for decisions

SETTINGS & CONTROLLED DEFINITIONS							
Change values dynamically only through the workbook owner's review control process							
MANAGEMENT SETTINGS							
1	Parameter	Group	Enter name	Unit	Value	Description	Owner
2	Reporting period start	11/2020	Text	Workbook display control	Owner: GBT	At input	
3	Reporting period end	12/31/2020	Date	Selected reporting period	Growth Owner	Monthly	
4	Quarterly growth goal	80	Percentage	Approved QTR P incremental contribution or sales goal	Owner: GBT	Quarterly	
5	Pipeline coverage target	5.0x	Multiple	Weighted pipeline divided by goal	Owner: GBT	Quarterly	
6	Opportunity follow-up SLA days	5	Days	Standard root action interval	Sales Owner	Quarterly	
7	Review horizon days	14	Days	Upcoming review window	Growth Owner	Quarterly	
8	Workbook version	1	Text	Controlled workbook version	Workbook Owner	At release	
STAGE PROBABILITY MAP							
	Stage	Probability	Note				
	New	10%	Initial fit not yet confirmed				
	Qualified	25%	Fit, timing, and authority confirmed				
	Discovery	40%	Needs discovery active				
	Proposal	80%	Controlled proposal issued				
	Decision Pending	80%	Decision process and date confirmed				
	Booked	100%	Non-committed				
	Lost	0%	Closed lost				
	Future	10%	Valid sales opportunity				
DASHBOARD CHART SUPPORT - DO NOT EDIT							
	Chart	Priority	Value				
	New	5					
	Qualified	5					
	Discovery	5					
	Proposal	5					
	Decision Pending	5					
	Booked	5					
	Chart	Priority	Value				
	Settings	10%					
	Visibility	10%					
	Offers	10%					
	Conversion Paths	10%					
	Actions On Time	10%					

28 sheets | 1,815 formulas | 23 tables | 76 validation controls

Do not rename sheets or type over formula columns.

Checks prevent a false-green dashboard



Dashboard



Control Checks

An empty workbook intentionally fails baseline, listing, and pipeline installation checks.

The weekly review closes the loop

GROWTH & SALES BUILDING SYSTEM | EDITABLE FORMS

MEASUREMENT, SCALING & RENEWAL | OPERATING TOOL

Weekly Growth & Sales Review

Tool IDGRV-G26

OwnerGM/Growth Owner

CategoryMeasurement, Scaling & Renewal

FrequencyWeekly

Purpose: Creates one weekly decision forum for pipeline, campaigns, visibility, events, blockers, actions, and evidence.

MEETING

Week ending	-	Chair	-
Attendees	-	Data through	-
Prior actions reviewed	-		

REVIEW

Pipeline and next steps	-	Campaigns/offers	-
Visibility/reputation	-	Catering/events/accounts	-
Experiments	-	Capacity/profitability risks	-

DECISIONS

Decision/action	-	Owner	-
Due date	-	Evidence	-
Escalation	-	Next meeting	-

MANAGEMENT REVIEW

Reviewed by	-	Review date	-
Decision/action	-	Next review	-

Control note: Use the approved version of GRV-G26. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

THE GRAVITY SYSTEM

30

- 1

Verify

Data cutoff, definitions, and source quality
- 2

Inspect

Pipeline, campaigns, visibility, events, experiments, actions
- 3

Decide

Continue, change, stop, escalate, or prepare to scale
- 4

Assign

One owner, due date, evidence requirement, and escalation
- 5

Confirm

Prior actions closed and next review scheduled

A meeting without owned actions is discussion—not control.

Experiments earn the right to scale

GROWTH & SALES BUILDING SYSTEM | EDITABLE FORMS

MEASUREMENT, SCALING & RENEWAL | OPERATING TOOL

Growth Experiment & Learning Log

Tool ID	GRV-G28	Owner	Growth Owner
Category	Measurement, Scaling & Renewal	Frequency	Per experiment

Purpose: Controls hypotheses, test design, safeguards, evidence, results, and adoption decisions.

EXPERIMENT

Experiment ID/name	_____	Hypothesis	_____
Audience/context	_____	Owner	_____
Dates	_____		

DESIGN

Control/baseline	_____	Change tested	_____
Primary measure	_____	Guardrails	_____
Minimum evidence	_____	Approvals	_____

RESULT

Observed result	_____	Limitations	_____
Decision	_____	Next test	_____
Adopted playbook reference	_____		

MANAGEMENT REVIEW

Reviewed by	_____	Review date	_____
Decision/action	_____	Next review	_____

Control note: Use the approved version of GRV-G28. Record sources, definitions, limitations, owners, due dates, and evidence. Apply GRV-R permission, GRV-P financial, operating-capacity, accessibility, platform, and qualified-review controls where relevant.

HYPOTHESIS

One defined change and an expected result

TEST

Baseline, primary measure, minimum evidence, safeguards

DECIDE

Adopt, revise, retest, or stop—including limitations

REPLICATE

Document steps, train, pilot again, verify economics and quality

One strong result is evidence for another controlled test—not automatic permission to expand.

THE GRAVITY SYSTEM

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Start with three records

GRV-G01 Establish the growth baseline

GRV-G07 Control the priority listing

GRV-G11 Enter the first qualified opportunity

Then run GRV-G26, clear the failed Checks, and choose the next 90-day priority.

