

[Company name]'s Growth Guardrails

Overview

The growth guardrails is a document that maps the relationship between the growth and other teams across the company — marketing, product, design, sales, success, and so on — defining the key constraints and necessary approvals that allow running growth experiments without roadblocks and at high velocity.

It ensures that growth experiments are agreed upon ex-ante in a way that minimizes friction from the ownership paradox and alignment challenges, fast-track approvals, and maintains experiment velocity.

Growth areas

For each area of the user experience that allows testing to be off-limits, list:

- The stakeholders that need to be involved in getting approval and the related reason why.
- The limitations that constrain the types of tests to be conducted in each area based on core beliefs and assumptions aligned with the product, personas, or company's mission.

For example, a limitation in the marketing site regarding personas could entail the fact that "pricing must be transparent" because "our persona demand complete and transparent pricing information". A stakeholder mapping example could entail that "tests on the hero section of the home page or the main navigation must be approved by the Head of Marketing".

Marketing

Area	Stakeholders	Limitation
Ads	• Team member • Growth team member • Approver	• Insert off-limits areas • Insert areas that require approval
Content (social, blog, etc.)	• Team member • Growth team member • Approver	• Insert off-limits areas • Insert areas that require approval
Marketing site	• Team member • Growth team member • Approver	• Insert off-limits areas • Insert areas that require approval
SEO	• Team member • Growth team member • Approver	• Insert off-limits areas • Insert areas that require approval
Retention (emails, push)	• Team member • Growth team member • Approver	• Insert off-limits areas • Insert areas that require approval

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Product

Area	Stakeholders	Limitation
Signup flow	- Team member - Growth team member - Approver	- Insert off-limits areas - Insert areas that require approval
Home page	- Team member - Growth team member - Approver	- Insert off-limits areas - Insert areas that require approval
Feature X	- Team member - Growth team member - Approver	- Insert off-limits areas - Insert areas that require approval
Feature Y	- Team member - Growth team member - Approver	- Insert off-limits areas - Insert areas that require approval
Feature Z	- Team member - Growth team member - Approver	- Insert off-limits areas - Insert areas that require approval

Sales

Area	Stakeholders	Limitation
Outbound	- Team member - Growth team member - Approver	- Insert off-limits areas - Insert areas that require approval
Partnerships	- Team member - Growth team member - Approver	- Insert off-limits areas - Insert areas that require approval
Success & support	- Team member - Growth team member - Approver	- Insert off-limits areas - Insert areas that require approval

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Pricing

Area	Stakeholders	Limitation
Model	• Team member • Growth team member • Approver	• Insert off-limits areas • Insert areas that require approval
Amount	• Team member • Growth team member • Approver	• Insert off-limits areas • Insert areas that require approval
Terms	• Team member • Growth team member • Approver	• Insert off-limits areas • Insert areas that require approval
Timing	• Team member • Growth team member • Approver	• Insert off-limits areas • Insert areas that require approval
Discounts	• Team member • Growth team member • Approver	• Insert off-limits areas • Insert areas that require approval

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