

LeanScaper Certification Assessment

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Rubric Scores

Strategic Alignment:

Your plan connects directly to GreenCore's strategic marketing goals and establishes a clear 30-60-90 progression. You incorporated quarterly reviews and leadership alignment, ensuring that short-term actions feed into the company's long-term strategy.

Application of LeanScaper Core Components:

You actively used SMART goals, SOPs, CI boards, training systems, and accountability structures. Each is positioned within the operating rhythm, showing both clarity and discipline in applying LeanScaper tools.

Advisor Thinking & Framing:

Your plan reflects a strong systems focus (CRM adoption, automation, feedback loops), though much of the content centers on marketing execution. Even so, your framing maintains an advisor posture by linking these actions to improved visibility, lead quality, and strategic growth.

Scalable Learning & Reinforcement:

You embedded reinforcement throughout with monthly reviews, quarterly strategy sessions, adoption tracking, and continuous feedback loops. Your training systems and SOPs ensure the approach can scale across teams and sustain improvements.

Assessment Summary: Pass

You demonstrated strong strategic alignment, excellent use of LeanScaper core components, and a well-defined rhythm of metrics and reviews. Your plan shows balance between immediate execution and long-term scalability, making it both effective and sustainable. The way you integrated systems, training, and accountability into a structured 30-60-90 framework highlights a strong mastery of the LeanScaper approach.



Guiding Clients Toward What Good Looks Like

Amy, as you begin working with LeanScaper clients, you can apply the frameworks and tools you've learned throughout certification. Your 30-60-90 plan serves as a model for how to guide clients through "what good looks like" across strategy, rhythms, time, and systems. To support you, we've created a reference guide outlining the advisor role in each core component. This will help you coach at the leadership level while embedding the discipline of LeanScaper practices.. [What Good Looks Like](#)