Trapped Growth Stewardship

Current written offer · October 14, 2026 · All prices USD

A stronger channel. A team equipped to run it. Your team running and improving the channel you launched, without hiring a head of growth, in six months. Improve the opportunity your Intensive put into market: one offer, one target market and one acquisition route.

What you receive each month

A commercial scorecard informed by sales, customer, delivery and financial evidence.

A 90-minute Growth Council to decide what to repeat, change or stop.

One refinement cycle and an updated commercial playbook your team can use.

A refinement cycle reviews the evidence, revises one agreed asset, and defines the next test. The asset may be your offer, pricing model, sales conversation or partner approach.

How ownership moves to your team

Months 1 and 2: Hicks writes the monthly decision and leads the Growth Council.

Months 3 and 4: your owner drafts; Hicks edits. The Growth Council is led together.

Months 5 and 6: your owner writes the monthly decision and leads the Growth Council; Hicks reviews.

In month six we rerun the four Trapped Growth questions from your Intensive. Stewardship is complete when your owner can run the review, make the decisions and improve the opportunity without us. If that is not yet true, the ownership guarantee below applies.

Who does what

Hicks owns the agreed analysis, the Council process, the refinement cycles, the playbook updates, and coaching your owner until they can do this work themselves.

Your team owns outreach, sales, follow-up, implementation and fulfillment. You provide a named commercial owner, accurate data, timely decisions and the resources to carry out the agreed actions each month.

Engagement terms

Available after the Trapped Growth Intensive. $6,000 per month for six months, $36,000 total. Stewardship ends after six months. A new opportunity is a new engagement. The same opportunity does not renew: if your team needs more time, the ownership guarantee covers it.

Guarantees

First Council. If your first Growth Council is not useful, tell us within seven calendar days after it takes place and we refund your first month.

Delivery. If Hicks misses an agreed monthly deliverable for reasons within our control, we finish it at no added fee and waive the next monthly fee. If no monthly fee remains, we refund $6,000 instead. One waiver or refund applies per affected month.

Ownership. If after month six your owner cannot yet run the review, make the decisions and improve the opportunity, we continue the monthly Growth Council and refinement cycle at no charge for up to three further months. This applies when your team completed the agreed actions in each of the six months.

Revenue, buyer decisions and partner decisions are not guaranteed.