

Paths to Growth Sample RollOut

2023

Overview

To help with the success of Retention Strategists, we offer a path to growth, allowing each strategist to find their own way to growing within the company. We encourage all strategists to showcase their inner genius and to highlight their best while growing with us.

The Matrix of Success defines what we look for with company growth as well as how you can play an integral part in building out not only within Structured, but also with your own career development.

Matrix of Success					
	Company Impact	Team Impact	Social Impact	Skill Growth	
Level 4	<ol style="list-style-type: none"> 1. Changes the company with a large impact that help with the future growth of the company. 2. Empowers and builds the team so they go through their own path of growth. 3. 10+ thought leader pieces 4. Deeply knowledgeable of their industry, including trends, expectations, and technologies. 				2 + years
Level 3	<ol style="list-style-type: none"> 1. Makes changes that dramatically impact the Structured company. 2. Empowers team members to go to the next level of their career. 3. 5-10 thought leader pieces that showcase the secret sauce of Structured. 4. Cutting-edge, trending, applications and driven to learn about email. 				1 - 2 years
Level 2	<ol style="list-style-type: none"> 1. Makes substantial changes to the retention department with changes and influence. 2. Exhibits the Structured culture to all team members and stewards their relationships. 3. 2 - 5 thought leader pieces that showcase the secret sauce of Structured. 4. Goes into unknown territories and learns new things that are cutting-edge in the industry. 				6 months - 1 year
Level 1	<ol style="list-style-type: none"> 1. Showcases change within the organization at a foundational level (referrals, changes to pods, ideas). 2. Receives positive feedback from team members as well as Retention Strategist peers. Exhibits the Structured culture to everyone. 3. Exhibits stewardship to the community through an initial thought leader piece. 4. Continues to dive into new territory with skills and showcases a high level of professionalism through strategies. 				3 - 6 months

Definitions:

Company Impact: How much does it change the company and what clients as well as the team is able to do? How do your contributions direct and highlight the needs of the company?

Team Impact: Do you empower your team and help them to grow in their own way? How do you support them when they need help and are looking at ways to learn and develop?

Social Impact: What are the results with your team, the other strategists, and the company at large from a social view? Do you help to unite and empower the team members? Do you showcase the Structured value system?

Skill Growth: Are you working toward becoming a leader in the industry? Are you developing your own thought leadership style within retention to become even better at what you do?

The Matrix of Success is connected to Project All-Stars, allowing you to not only showcase client success within your pod, but also to work your way into passion projects that help you to shine as a leader in the email world.

[Read About Project All Stars \(link to other doc\)](#)