The Win-Growth Portfolio Matrix Template

A Portfolio Strategy Framework

Win-Growth Portfolio Matrix
Classify each business unit and assign differentiated mandates

RIGHT TO WIN

PROTECT & MONITOR

Strong position, weak market.

Defend margins, harvest cash.

GROWTH CLUSTER

Strong position + growing market.

Invest, scale, lead.

DIVEST OR EXIT

Weak position, weak market.

Divest or wind down.

VALUE CLUSTER

Growing market, weaker position.

Optimize, generate cash, flex.

STRUCTURAL MARKET GROWTH

HOW TO APPLY

1 List all business units with revenue, margin, and growth rate

2 Plot each on the matrix using market growth (x) and competitive strength (y)

3 Assign each to a cluster: Growth, Value, Protect, or Divest

4 Define differentiated KPIs and capital allocation rules per cluster

5 Review annually. Positions shift as markets evolve

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Cluster	Market Position	Strategic Mandate	Key Actions	Typical KPIs
Growth Cluster	Strong position Growing market	Invest, scale, lead	Accelerate investment Expand market share Build competitive moats Scale operations	Revenue growth rate Market share gain CAGR
Protect & Monitor	Strong position Weak market	Defend margins, harvest cash	Protect competitive position Optimize cost structure Generate cash for reallocation Monitor for market shifts	EBITDA margin FCF conversion Market share retention
Value Cluster	Weaker position Growing market	Optimize, generate cash, flex	Selective investment Partnership or M&A Generate cash while building Flex toward growth if possible	Cash generation ROIC Strategic optionality
Divest or Exit	Weak position Weak market	Divest or wind down	Structured divestiture Maximize exit value Minimize disruption Redeploy capital	Exit timeline Proceeds vs. book value Stranded cost reduction