

Symbiotic I/O™ GTM Strategy Workbook

**A strategic worksheet for
B2B teams building buyer-
aligned, scalable go-to-
market systems.**

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Introduction & Instructions

Welcome to the Symbiotic I/O™ Workbook

This workbook helps B2B revenue leaders and GTM teams build a connected, scalable go-to-market strategy using the Symbiotic I/O™ framework — a GTM operating system designed for modern buyer behavior.

What You'll Create

By the end of this, you'll have:

- A clearly defined value proposition
- A mapped buyer journey
- GTM motions aligned to segments
- Accountability across people, tech, and process
- External pressures and signals integrated into your strategy

How to Use This Workbook

Each section contains a strategic area, a prompt, and a large open space to write

- You can complete this solo or with your team
- The "Your Answer" row can be expanded as needed

We recommend completing this in the following order:

1. Discovery Inputs
2. Strategic Pyramid (Part 1 & 2)
3. Supporting Capabilities
4. Abiotic Forces
5. Execution Frameworks

This becomes your living GTM map — refine it often, and use it to drive alignment and execution.

 **Pro Tip: Don't overthink your answers.**

This isn't about getting it "right." It's about getting it out of your head and into a shared system that works.

Section 1: Discovery Inputs

Value Proposition

What transformation do we deliver, and how is it different from what's already out there?

ICP & Personas

Who do we serve best? What are their real pains, needs, and buying triggers?

Addressable Market

What's the size, scope, and segmentation of the market we can realistically reach?

Section 2: Strategic Pyramid (Part 1)

Where Do We Play?

Which market segments, verticals, or personas are our focus?

How Do We Win?

What is our edge (e.g., positioning, pricing, motion)?

Section 3: Strategic Pyramid (Part 2)

Buyer Journey

How does our buyer actually move through decisions?

GTM Motions & Methodology

What motions are in play (inbound, outbound, PLG, partner)? Are we using structured methods to create consistency?

People & Partners

Who's responsible for execution? Where are our capability gaps?

GTM Tech + AI

What systems support the above? Where does AI augment speed, accuracy, or insight?

Section 4: Supporting Capabilities

Marketing & Campaigns

Are campaigns aligned to buyer timing and journey stages?

Pricing & Positioning

Do we clearly communicate value vs. perceived risk?

Distribution

Do our channels and touchpoints match how our buyers prefer to engage?

Section 4: Supporting Capabilities

Enablement

Are our GTM teams equipped to execute with confidence and consistency?

Revenue Operations

Do we have accurate reporting, forecasting, and funnel accountability?

KPIs & Metrics

Is performance tracked in a way that enables action, not just reporting?

Section 5: Abiotic Forces

Macroeconomics

What market conditions (e.g., funding climate, inflation, regulatory pressure) affect our GTM motion?

Discovery Trends

How are buyers learning, evaluating, and forming preferences today?

Section 5: Abiotic Forces

Buyer Psychology

What drives urgency, hesitation, risk-aversion, or emotional investment for our buyers?

Internal Capability

What internal skill gaps, system limitations, or bandwidth issues impact our ability to execute GTM?

Section 6: Execution Frameworks

ICO (Issues, Challenges, Opportunities)

How will we map buyer pain during the awareness stage using the ICO framework?

TERMS (Time, Effort, Resources, Money, Status)

How will we frame and influence buyer decision-making using TERMS?

CERTAINTY

How will we support purchasing comfort and reduce friction to help buyers commit with confidence?

Final Step

Once completed, use this as the foundation for your one-slide GTM strategy or execution playbook.

💡 Want a second pair of eyes? [Book a free review session](#) to pressure test your system.