

THE PURPOSE CODE

www.ThePurposeCode.com



Internal Bias Checklist

- ☐ Spot hidden misalignment
- ☐ Detect silo-driven decisions
- ☐ Prevent purpose drift at scale
- ☐ Uncover bias in goals, metrics, and incentives

Internal bias shows up differently in every department.

As your SaaS business scales, each team develops its own goals, systems, and assumptions — often drifting away from customer outcomes. This checklist reveals where bias hides in every function, so you can spot misalignment early.



Damien Howley

Damien Howley is a SaaS operator, advisor, and two-time author who has spent more than 20 years helping high-growth companies scale with purpose.

Damien@ThePurposeCode.com



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These are not small problems — they're signs of misalignment that quietly kill growth.
Learn how to fix them with The Purpose Code.

Executive Leadership

- ☐ Strategy decks focus on revenue, valuation, or internal KPIs — not customer transformation
- ☐ Leadership rarely shares real customer stories across the company
- ☐ Quarterly goals emphasize internal wins more than external customer success
- ☐ Assumes teams are close to the customer without direct validation
- ☐ Recognition and rewards reinforce departmental performance — not company-wide purpose

Product Management

- ☐ Customer access is limited or fully restricted
- ☐ Roadmaps shaped by internal debate, not verified customer outcomes
- ☐ Measures success by features shipped — not customer adoption or outcomes
- ☐ Minimal direct user exposure outside structured research cycles
- ☐ “Product success” doesn’t clearly map to customer progress or satisfaction

Engineering

- ☐ Engineering decisions made far from the real customer experience
- ☐ Velocity and throughput prioritized over usability or customer value
- ☐ Rare participation in user testing or customer feedback loops
- ☐ Solutions designed for technical efficiency, not customer clarity
- ☐ Code shipped without understanding its real-world impact on users

Sales

- ☐ Pipeline and bookings rewarded — even when customer fit is questionable
- ☐ Deals closed without regard for delivery or long-term success risks
- ☐ Feedback loops from post-sale teams are rare or ignored
- ☐ Sales incentives misaligned with customer retention or satisfaction
- ☐ Overselling risks ignored if it hits short-term revenue targets

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Customer Success

- ☐ CS teams focus on renewals and expansions — but not always customer outcomes
- ☐ Health scores based on platform usage, not true business impact
- ☐ CSMs stuck in reactive problem-solving mode vs. proactive value delivery
- ☐ Little influence over Product or Sales roadmap decisions
- ☐ Customer advocacy data rarely fed into broader company strategy

Support

- ☐ Success measured by ticket volume, SLA adherence, and resolution time — not customer satisfaction or outcome achieved
- ☐ Support teams disconnected from Product — limited ability to influence product fixes or improvements
- ☐ Complex or recurring issues “closed” without systemic resolution for the customer
- ☐ Support feedback loops to CS, Product, or Engineering are weak or non-existent
- ☐ Customer frustration signals are trapped in the support system and don't inform higher-level decisions

Marketing

- ☐ Activity volume (emails sent, MQLs captured) prioritized over lead quality or customer fit
- ☐ Campaign messaging optimized for clicks — not meaningful buyer education
- ☐ Little post-sale customer insight fed into lead generation or positioning
- ☐ Demand gen disconnected from Sales and CS learnings
- ☐ Brand storytelling reflects internal values more than customer reality

