

The background of the image is a close-up, high-angle shot of clear, blue water. The water is filled with numerous small, white bubbles and ripples, creating a textured, shimmering effect. The lighting is bright, highlighting the individual droplets and the overall clarity of the liquid. The color palette is dominated by various shades of blue, from deep cerulean to lighter, almost white highlights where the light reflects off the bubbles.

# Your Business Health Score

# SECTION 1:

## Vision & Mindset

- 1. Do you have a clearly defined vision and mission statement for your business?**
  1. A) Yes, it is documented and regularly reviewed.
  2. B) Yes, but it is not frequently reviewed.
  3. C) Somewhat, but not written down.
  4. D) No, I operate based on short-term goals.
  5. E) I have no clear direction for my business.
- 2. How strong is your leadership and decision-making process?**
  1. A) I confidently make and execute strategic decisions.
  2. B) I make decisions but struggle with consistency.
  3. C) I tend to second-guess my choices.
  4. D) I react to problems rather than planning ahead.
  5. E) I avoid making tough decisions.
- 3. How much time off can you take while your business runs smoothly?**
  1. A) Several months, my team and systems handle everything.
  2. B) A few weeks, but I still check in.
  3. C) A few days, but things slow down without me.
  4. D) A few hours at most, I'm essential for daily operations.
  5. E) I can't take time off without serious business impact.
- 4. Do you have a documented strategic plan for business growth over the next 3-5 years?**
  1. A) Yes, with clear goals, timelines, and financial projections.
  2. B) Somewhat, but it lacks detail.
  3. C) No formal plan, but I have a general idea.
  4. D) No, I focus mostly on day-to-day operations.
  5. E) I don't think about long-term strategy.

Section Total Score:

# SECTION 2:

## Sales & Marketing

- 1. How consistent is your lead generation process?**
  1. A) Fully automated, generating leads regularly.
  2. B) Somewhat consistent, but I still manually generate leads.
  3. C) Inconsistent, and I don't track where leads come from.
  4. D) I mostly rely on referrals with no structured lead generation.
  5. E) I have no lead generation system in place.
- 2. Do you track KPIs for marketing and sales performance?**
  1. A) Yes, I track all key metrics and adjust accordingly.
  2. B) I track some, but I don't use them effectively.
  3. C) I track a few, but inconsistently.
  4. D) I have no formal tracking system.
  5. E) I don't measure marketing or sales success.
- 3. Do you have a repeatable and documented sales process?**
  1. A) Yes, my team follows a structured and optimized process.
  2. B) Somewhat, but it is not always followed.
  3. C) My process is informal and varies with each customer.
  4. D) I mostly sell based on instinct and improvisation.
  5. E) I struggle with sales and closing deals.
- 4. How well does your business convert leads into paying customers?**
  1. A) Very well, we have a structured process that works.
  2. B) Decent, but could use some improvement.
  3. C) Hit or miss, with no clear process.
  4. D) Poor, and we lose many potential clients.
  5. E) We have no sales process in place.

Section Score total: \_\_\_\_\_

# SECTION 3:

## Product & Service

1. **How well does your product/service stand out in the market?**
  1. A) Highly differentiated, and customers see the unique value.
  2. B) Somewhat unique, but competition is a challenge.
  3. C) Similar to competitors, with no clear differentiation.
  4. D) Struggling to communicate value to customers.
  5. E) I don't know how to position my business.
2. **Do you have a structured and documented training program for employees?**
  1. A) Yes, fully documented with regular updates.
  2. B) Somewhat, but employees often rely on informal training.
  3. C) Training is done verbally without documentation.
  4. D) Training is inconsistent and varies per employee.
  5. E) No structured training program.
3. **How satisfied are your customers with your products/services?**
  1. A) Very satisfied, and they frequently refer others.
  2. B) Satisfied, but I rarely get referrals.
  3. C) Mixed feedback, and I lose customers sometimes.
  4. D) Many complaints and low retention.
  5. E) I don't track customer satisfaction.
4. **Do you regularly update and improve your products/services based on customer feedback?**
  1. A) Yes, we have a structured system for gathering and implementing feedback.
  2. B) We listen to feedback, but don't always act on it.
  3. C) We collect feedback informally but don't analyze it.
  4. D) We rarely seek feedback.
  5. E) We don't use customer feedback for improvements.

Section score total: \_\_\_\_\_

# SECTION 4:

# Team & Culture

**1. How effective is your team at executing business tasks?**

1. A) Extremely effective, they work independently with minimal oversight.
2. B) Somewhat effective, but they need frequent guidance.
3. C) Ineffective, and I have to micromanage.
4. D) I don't have a reliable team.
5. E) My business is entirely dependent on me.

**2. Do you have clearly documented job roles and responsibilities for your employees?**

1. A) Yes, fully documented and regularly reviewed.
2. B) Somewhat, but roles sometimes overlap.
3. C) No, employees mostly figure it out on their own.
4. D) There's confusion over job roles.
5. E) I don't have employees.

**3. Do you have a strong company culture that attracts and retains top talent?**

1. A) Yes, our culture is strong and attracts the right people.
2. B) Somewhat, but we struggle with consistency.
3. C) It exists but is not well-defined.
4. D) Our culture is weak, and we struggle with employee retention.
5. E) I haven't thought about company culture.

Section Score Total: \_\_\_\_\_

# SECTION 5:

# Operations & KPIs

1. **Do you have clearly documented Standard Operating Procedures (SOPs) for key business processes?**
  1. A) Yes, all key processes are well-documented and followed.
  2. B) Somewhat, but some procedures are missing.
  3. C) Only a few processes are documented.
  4. D) No, we mostly rely on experience and memory.
  5. E) We have no structured business processes. \_\_\_\_
2. **How well do you track KPIs for each department?**
  1. A) Every department has clear KPIs that we track consistently.
  2. B) We track KPIs, but not consistently.
  3. C) We track a few things, but not systematically.
  4. D) We don't track performance metrics.
  5. E) I don't know what KPIs we should track. \_\_\_\_
3. **Do you have an emergency or contingency plan in case of a major disruption?**
  1. A) Yes, fully documented with clear steps for all situations.
  2. B) Somewhat, but it needs improvement.
  3. C) I have a rough idea but no written plan.
  4. D) No, we react as problems arise.
  5. E) I haven't thought about business continuity. \_\_\_\_
4. **How strong is your financial reporting and cash flow management?**
  1. A) Very strong, we track all key financial metrics.
  2. B) Decent, but I need better tracking tools.
  3. C) Weak, I only look at finances when there's an issue.
  4. D) Poor, and I don't fully understand cash flow.
  5. E) I don't track finances closely. \_\_\_\_
5. **How prepared is your business for an exit or transition (sale, succession, or IPO)?**
  1. A) Very prepared, with a documented exit strategy.
  2. B) Somewhat prepared, but missing key elements.
  3. C) I've thought about it but haven't planned it out.
  4. D) I have no plan, and I'm not ready.
  5. E) I haven't considered an exit strategy. \_\_\_\_

This Section Score total: \_\_\_\_\_

# Score chart

# How to score the Quiz:

- A) 5 points
- B) 4 points
- C) 3 points
- D) 2 points
- E) 1 point

## Score Totals:

### 1. Vision & Mindset

You scored \_\_\_\_\_ out of 20

### 2. Sales and Marketing

You scored \_\_\_\_\_ out of 20

### 3. Product and Services

You scored \_\_\_\_\_ out of 20

### 4. Team and Culture

You scored \_\_\_\_\_ out of 15

### 5. Operations and KPIs

You scored \_\_\_\_\_ out of 25

**Your Overall Score: \_\_\_\_\_ out of 100**



# 80-100: Thriving!

**Your business is running at a high level!** 🎉 You have strong systems, a clear vision, and an effective team. Your sales and marketing processes are working, and your operations are structured. **You're doing a great job!**

But even thriving businesses can optimize further. **Small improvements in efficiency, automation, and scaling can lead to exponential growth.**

## **Next Step:**

**\*\*Let's take your success to the next level! \*\*Schedule a free strategy call where we'll identify **hidden growth opportunities** and fine-tune your **profit margins, customer retention, and automation.****

# 60-79: Growing but Needs Improvement

Your business has strong potential, and you're on the right track! But there are **gaps in your systems, team, or operations** that may be holding you back from even greater success.

Some common challenges businesses in this range face include:

- **Inconsistent lead generation or sales process**
- **Team struggles with efficiency or documented processes**
- **Operations lack automation, requiring too much of your time**


## **Next Step:**

**\*\*The \*\*5by5 Business System** was designed to take businesses like yours from "good" to "great." Let's work together to **streamline your operations, boost your revenue, and scale your success.**

# 40-59: Struggling

Your business is **working hard, but not working smart**. You're putting in effort, but the results aren't where they need to be. You might be **too involved in daily operations**, struggling with **low profits, high stress, or poor team performance**.

Common issues for businesses in this range include:⚠️ **No reliable sales process = inconsistent revenue**⚠️ **Operations are chaotic, requiring your constant involvement**⚠️ **Employees lack clear training or accountability**⚠️ **No structured financial tracking or key performance indicators (KPIs)**

 **The good news?** These challenges can be fixed. Businesses in this stage often **double or even triple their profitability** just by implementing the **right systems and strategies**.

## **Next Step:**

**\*\*Don't let your business run you. \*\*Take control now.\*\*Join a **\*\*free 5by5 Business Training Session** to learn **how to fix these issues and create a thriving business**.**

# Under 40: At Risk!

**Your business may be in serious trouble.** 😬 Without immediate action, you could face **burnout, financial struggles, or even business failure.**

The most common **red flags** for businesses in this range: **✗ Owner is trapped in daily tasks with no way to step back\*\* ✗ \*\*No structured sales, marketing, or financial tracking = inconsistent cash flow\*\* ✗ \*\*No documented processes = constant chaos\*\* ✗ \*\*Team (if any) lacks accountability, leading to high stress**

 **This is your wake-up call. But it's not too late to turn things around.**

## **Next Step:**

**\*\*You don't have to fix this alone. \*\*Book a private Business Turnaround Session where we'll help you fix the core issues, regain control, and create a clear growth plan.**

# Final Thoughts...

No matter where your business falls on this scale,  
the key to success is **taking action**. 🚀

**If you're thriving, let's scale you even further.**

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**If you're growing, let's optimize and automate.**

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**If you're struggling or at risk, let's fix the root problems and build a sustainable, profitable business.**

**Schedule your FREE strategy session today.**

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**Schedule  
Your Free  
Strategy  
Session  
Today**