THE LUCRATIVITY DIAGNOSTIC™

Is Your Money Problem Emotional — Or Could it Be Structural?

A structural diagnostic for capable entrepreneurs who want to know if it's more than just mindset.

Many assessments like this one will tell you that you have a *relationship with money* problem—that you fear success, carry scarcity, or feel guilty about charging what you're worth. That may be accurate.

This diagnostic is built on a different premise.

***The Lucrativity Diagnostic*™ is designed to surface something more structural: the incentives and assumptions you have built into your business behavior and that drive your income decisions**.

Most entrepreneurs who struggle with income are not blocked solely by emotional factors. They may be operating inside a behavioral architecture that rewards the wrong things—e.g. preparation over commitment, harmony over honest exchange, novelty over execution, effort over leverage. The result may look like it is only a money mindset problem. But beneath the surface, the cause may really be an incentives and assumptions problem.

For each statement, rate your actual, consistent behavior or approach—not your intentions, not your best days. Answer based on what your business produces, structurally, under ordinary conditions.

1	2	3	4	5
Never (or Practically Never)	**Rarely**	**Sometimes**	**Often**	**Always** (or Practically Always)

COMMAND
Questions 1–4 · Visible Authority

RELATIONAL
Questions 5–8 · Emotional Credibility

CATALYST
Questions 9–12 · Disruption Capacity

FOUNDATIONAL
Questions 13–16 · Infrastructure Resilience

1 COMMAND QUADRANT

Where do your incentives and assumptions about authority live?

		1 Never	2 Rarely	3 Sometimes	4 Often	5 Always
1.	I believe strong leadership requires tight financial control and consistency in pricing and delivery.	O	O	O	O	O
2.	When revenue dips or challenges occur, I become more decisive and directive.	O	O	O	O	O
3.	I am comfortable pushing for commitment directly, even when it creates pressure in the room.	O	O	O	O	O
4.	I prioritize performance and standards over maintaining ease in business relationships.	O	O	O	O	O

Command score (4–20): ________

2 RELATIONAL QUADRANT

Where do your incentives and assumptions about trust and income live?

		1 Never	2 Rarely	3 Sometimes	4 Often	5 Always
5.	I believe strong business relationships should prioritize trust and goodwill over strict boundaries.	O	O	O	O	O
6.	I am willing to extend time, access, or flexibility when it preserves connection.	O	O	O	O	O
7.	I believe loyalty and generosity strengthen long-term income, even if short-term revenue is unclear.	O	O	O	O	O
8.	I'd rather smooth things over than have the money conversation that might make it awkward.	O	O	O	O	O

Relational score (4–20): ________

3 CATALYST QUADRANT

Where do your incentives and assumptions about change and risk-taking live?

		1 Never	2 Rarely	3 Sometimes	4 Often	5 Always
9.	I believe growth requires constant evolution, even if it disrupts current momentum.	O	O	O	O	O
10.	When something feels stagnant, I trust change more than repetition.	O	O	O	O	O
11.	I am willing to pivot quickly rather than stay with a structure that feels limiting.	O	O	O	O	O
12.	I'll take risks when the right opportunities appear, even if stability could be temporarily sacrificed.	O	O	O	O	O

Catalyst score (4–20): ____________

4 FOUNDATIONAL QUADRANT

Where do your incentives and assumptions about effort and process live?

		1 Never	2 Rarely	3 Sometimes	4 Often	5 Always
13.	I believe strong businesses are built on disciplined systems before expansion.	O	O	O	O	O
14.	I feel more comfortable building or strengthening something than putting myself out there to sell it.	O	O	O	O	O
15.	I believe consistency of effort is the primary driver of sustainable income.	O	O	O	O	O
16.	Busyness in my calendar signals progress, regardless of actual revenue generated.	O	O	O	O	O

Foundational score (4–20): ____________

SCORING YOUR RESULTS

Command (Q 1–4)	_____/20	Relational (Q 5–8)	_____/20
Catalyst (Q 9–12)	_____/20	Foundational (Q 13–16)	_____/20
YOUR TOTAL DIAGNOSTIC SCORE			______/80
YOUR HIGHEST SCORING QUADRANT ____			

WHAT YOUR TOTAL SCORE COULD MEAN

Score	Risk Potential	What It Indicates About Your Architecture
61–80	High	You might be overextended or overly constrained across multiple quadrants. An architectural audit and redesign is highly recommended.
48–60	Moderate	One or two quadrants may be overexpressed. Your architecture is likely producing income with more friction and risk than necessary.
35–47	Low	Things mostly function or tensions are managed well, but your income may not reflect your true capacity. Small structural shifts could move a lot.
16-34	Latent or Underexpressed	Muted or underused quadrants. This can mean untapped capacity—or that pressure hasn't yet revealed where the real constraints live.

WHAT EACH QUADRANT SCORE COULD MEAN

Score	Signal	What It Indicates About Your Architecture
17–20	High	This quadrant is likely a dominant area of structural constraint, and an architectural audit and correction is highly recommended.
13–16	Medium-High	This quadrant may be materially shaping your earning behavior. It could be the source of any misalignment that is limiting your growth and leverage.
9–12	Moderate	This quadrant may activate under pressure and may create subtle but compounding leakage.
4–8	Low	This quadrant is either underutilized or not currently a primary constraint.

WHAT YOUR DOMINANT QUADRANT COULD MEAN

If COMMAND is dominant *You know what you're doing. You may be in too much control.*	You likely increase execution intensity when pressure rises, tightening control instead of redistributing responsibility. You may centralize decisions and absorb tension. Financial firmness can potentially be a weakness, even with high operational precision. Revenue may remain closely tied to your personal output, which can create an artificial income ceiling.
If RELATIONAL is dominant *You give a lot to others. You might trust too much, even when they don't reciprocate.*	You likely prioritize connection when strain appears, softening terms in order to preserve rapport. You may extend access, time, or reassurance beyond what was formally agreed upon, especially when tension surfaces. Emotional steadiness may be prioritized over financial clarity, resulting in trust and credibility that does not fully convert to income. The structure may be rewarding harmony over direct exchange.
If CATALYST is dominant *You're likely better at starting than finishing, but ou're willing to take risks.*	You likely respond to friction by reconsidering direction rather than deepening repetition. When volatility appears, you may interpret it as evidence that something needs to change instead of something that needs reinforcement. Momentum can potentially reset before compounding has matured, especially when boredom or discomfort rises. Income may fluctuate because continuation under tension feels less compelling than risk and reinvention.
If FOUNDATIONAL is dominant *You're always doing something. It's just not always the thing that brings in revenue.*	You likely increase preparation when uncertainty appears, strengthening systems, refining processes, or improving internal organization. Activity can expand while exposure remains constant, especially if selling feels less stable than building. Time and effort may flow toward stabilization rather than revenue conversations. The structure may be reinforcing busyness more than demand, which can limit growth.

Your score isn't a judgment. It's a location.

Here are your next options:

1. **Book A Structural Income Diagnostic**: a one-time private session to identify the incentives and assumptions most actively shaping your income, and the specific structural shifts that would best serve you going forward. You'll leave with clarity about your architecture, a written summary, and clear next steps. Ongoing work, if appropriate, is only discussed after the diagnostic.

2. Over time is where lasting structural change happens.

If your constraints show up in how you lead, price, decide, and hold authority, they shift through sustained recalibration, not a single session.

You can **apply to work with me privately**, or **explore my group offerings**.

Not sure or need something else?

Email me and let's talk