

**Growth Readiness Assessment Tool**

Score each statement from 1 to 5.

1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree

<b>Strategy &amp; direction</b>	<b>Score</b>
We have a clear vision and long-term goals	
We understand our ideal customer	
Our pricing reflects the value we deliver	
We know which products/services are most profitable	
We have a clear plan for the next 12 months	
<b>Financial strength</b>	
We receive accurate monthly financial information	
Our cashflow is stable and predictable	
We have enough working capital to support growth	
Our margins are healthy and protected	
We have access to funding if needed	
<b>Systems &amp; operations</b>	
Our processes are documented and consistent	
We can handle increased demand without quality dropping	
We use technology effectively to reduce manual work	
Our operations run smoothly without constant firefighting	
We have capacity to grow without overloading the team	
<b>Sales &amp; marketing</b>	
We have a steady flow of leads	
Our sales pipeline is managed and monitored	
Our marketing clearly communicates our value	
We know which channels deliver the best ROI	
We have a plan to increase sales sustainably	
<b>People &amp; leadership</b>	
We have the right people in the right roles	
Responsibilities and accountability are clear	
The team has the skills needed for the next stage	
Leadership communicates clearly and consistently	
We have a plan for future hiring and development	
<b>Customer experience</b>	
Our customers are satisfied and loyal	
Our onboarding process is smooth and consistent	
We consistently deliver on our promises	
We understand why customers stay or leave	
We have opportunities to upsell or cross-sell	

*Finance business partnering designed to suit you*

<b>Risk &amp; resilience</b>	
We comply with all legal and regulatory requirements	
Our insurance and protections are up to date	
We have strong financial controls	
Our data protection and cyber-security are robust	
We have identified key risks and how to manage them	
<b>Total (out of 175)</b>	

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**How to interpret your score**

<b>140-175: Growth ready</b>	Strong foundations. Scale with confidence
<b>110-139: Growth possible</b>	Good potential. Some areas will need to be strengthened first
<b>80-109: Growth-risky</b>	Growth could create strain. Make some improvements first.
<b>Below 80: Growth-danger zone</b>	Focus on strengthening your business before trying to grow