



# *Strategy Execution Audit:* *Is Your Business Built to Scale?*

**FREE  
STRATEGY AUDIT  
FOR ENTREPRENEURS**

**Curated by  
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**[www.greaterambitionsllc.com](http://www.greaterambitionsllc.com)**

# STRATEGY EXECUTION AUDIT: *IS YOUR BUSINESS BUILT TO SCALE?*

## Purpose:

To help ambitious entrepreneurs and business owners assess the effectiveness of their strategic execution, identify growth blockers, and gain clarity on next steps to scale.

## Instruction:

Rate each area on a scale of 1–5, where:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

Add up your total score at the end.

## SECTION 1: STRATEGIC CLARITY (Max: 25 pts)

1. I have a documented strategic plan that is current and actionable. \_\_\_\_\_
2. My goals are broken down into quarterly or monthly milestones. \_\_\_\_\_
3. I can clearly articulate my business's unique value proposition. \_\_\_\_\_
4. I know who my ideal client is and what problem I solve for them. \_\_\_\_\_
5. My team or partners are aligned with the company's vision and goals. \_\_\_\_\_

**SECTION 2: EXECUTION FRAMEWORK (Max: 25 pts)**

- 1.We have repeatable processes and workflows in place. \_\_\_\_\_
- 2.We use a project management or task tracking tool consistently. \_\_\_\_\_
- 3.Deadlines and deliverables are consistently met across the team. \_\_\_\_\_
- 4.We regularly track and review key metrics tied to performance. \_\_\_\_\_
- 5.We have a system for prioritizing high-impact tasks over busywork. \_\_\_\_\_

**SECTION 3: OPERATIONAL GROWTH (Max: 25 pts)**

- 1.I’ve documented my SOPs or know which ones I need. \_\_\_\_\_
- 2.Our systems and tools support our current and future growth. \_\_\_\_\_
- 3.We have the right team or contractors in place for scaling. \_\_\_\_\_
- 4.Our operations are not dependent on me doing everything. \_\_\_\_\_
- 5.We evaluate and optimize our processes regularly. \_\_\_\_\_

**SECTION 4: CLIENT ACQUISITION & VISIBILITY (Max: 25 pts)**

- 1.We have a consistent pipeline of qualified leads. \_\_\_\_\_
- 2.We know what marketing channels bring the most ROI. \_\_\_\_\_
- 3.We use content or thought leadership to build authority. \_\_\_\_\_
- 4.Our brand messaging clearly speaks to our ideal client. \_\_\_\_\_
- 5.We have a plan to nurture leads through the sales cycle. \_\_\_\_\_

**SECTION 5: LEADERSHIP & DECISION-MAKING (Max: 25 pts)**

- 1.I make decisions based on data, not just gut feeling. \_\_\_\_\_
- 2.I regularly reflect on what’s working and what’s not. \_\_\_\_\_
- 3.I know when to delegate vs. when to take action. \_\_\_\_\_
- 4.I feel confident leading my team through change or uncertainty. \_\_\_\_\_
- 5.I invest in my growth as a CEO or business leader. \_\_\_\_\_

**TOTAL SCORE: \_\_\_\_\_ / 125**

## *Audit Results + Greater Ambitions Recommendations*

### **100–125: BUILT FOR BOLD GROWTH**

You're executing at a high level—and now it's time to scale with precision. Even top-performing leaders need support to optimize systems and sustain momentum.

**Next Move:** Build a custom Business Operating System designed to support your next-level launch, event, or expansion.

### **75–99: GROWING BUT NEEDS ALIGNMENT**

You've gained traction, but misalignment is slowing your growth. Strategy, systems, and execution need to move in sync.

**Next Move:** Refine your strategy with data-driven insights, streamline team structures and workflows, and optimize your client acquisition process.

### **50–74: FOUNDATION NEEDS REINFORCEMENT**

The vision is clear, but the structure to support it isn't. Your growth is at risk without scalable systems and strategic direction.

**Next Move:** Develop a foundational strategic roadmap, implement planning and performance systems, and strengthen your CEO decision-making toolkit.

### **Below 50: STRATEGY IS MISSING OR MISALIGNED**

Your business is likely in survival mode. Without a clear vision and operational structure, growth is not sustainable.

**Next Move:** Pause and reset. Clarify your vision, offers, and plan. Begin implementing systems that relieve overwhelm, restore focus, and support your team's capacity to execute.

## *Next Steps....*

Want help interpreting your results or fixing your gaps?

Book a **free Business Clarity Call** with Greater Ambitions LLC.

Let's scale your vision—boldly and sustainably.

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## *Stay Connected With Me....*

Let's keep this momentum going.  
You don't have to walk this road alone.

I'd love to hear about your progress,  
your wins, and the vision you're boldly building.  
Let's stay connected so I can continue to support your rise.

- Follow me on:
  - **Instagram:** @She\_ambitiouslySpeaks or @Greater.Ambitions
  - **TikTok:** @She\_ambitiouslySpeaks or @Greater.Ambitions
  - **LinkedIn:** <https://linkedin.com/in/dr-minina-johnson>
- Visit **www.greaterambitionsllc.com** for resources, strategy sessions, and coaching programs
- Book a 1:1 Business Clarity Call to turn this strategy into momentum

## *Testimonial Invitation....*

**Love this Resource?**

I'd love to hear how it helped you!

Send your thoughts to [info@greaterambitionsllc.com](mailto:info@greaterambitionsllc.com) or  
tag me in your launch photos and wins using:

**#GreaterAmbitionsLLC**

**#BeAmbitiouslyHER**

**#BuiltToBeAmbitiouslyHER**

# About the Author

## Dr. Minina “Dr. Jaye” Johnson

Founder + Strategist of Greater Ambitions™ LLC |  
Project Management Exec | Business Strategist |  
Culture + Belonging Advocate | Thought Leader |  
The “Go-To” Strategist for Ambitious Businesses



Dr. Minina Johnson is a powerhouse in purpose-driven entrepreneurship.

With 20+ years of experience leading multimillion-dollar programs in aerospace, defense, and technology, she now empowers ambitious women to build impactful businesses with clarity, confidence, and operational excellence.

As the Founder and CEO of Greater Ambitions™ LLC, Minina specializes in business strategy, project management consulting, and transformational leadership development. She is the creator of ***Be ambitiouslyH.E.R.***™ and ***ambitiouslyIntroverted***™—signature programs helping women show up powerfully and unapologetically in business and in life.

Dr. Minina blends strategy with soul, always challenging her clients to stop shrinking and start scaling. She believes every dream is valid—and every woman deserves to build a business that reflects her highest calling.

*“I’m not just building businesses—  
I’m building legacy leaders.  
Let’s rise, together.”*