

The Clarity Audit

BUSINESS AUDIT



A self-audit for business owners and leaders who feel stuck. This resource helps identify whether the real issue is clarity, reaction, avoidance, alignment, or focus.

What's Inside

A framework you can use in under five minutes

An example for guidance on how to use it

CTA that turns insight into action

If Your Business Feels Stuck, Start Here

Check each statement honestly. The section with the most NO answers usually points to your real bottleneck.

1 Are you clear on what you are actually building?

- ☐ I can explain my business clearly in one sentence
- ☐ I know what success looks like in the next 12 months
- ☐ My direction feels focused, not scattered

Select One

Select One

Select One

2 Are you making decisions intentionally?

- ☐ I make decisions from direction, not urgency
- ☐ I am not constantly reacting to messages, fires, or noise
- ☐ I create space to think before I act

Select one

Select One

Select One

3 Are you avoiding something you know needs to change?

- ☐ I am not delaying hard decisions
- ☐ I have addressed what is clearly not working
- ☐ I have had the conversations I have been avoiding

Select One

Select One

Select One

4 Is your time aligned with your priorities?

- ☐ My calendar reflects what matters most
- ☐ Most of my time goes to high-impact work
- ☐ I am not trapped in low-value busy work

Select One

Select One

Select One

5 Are you solving the right problem?

- ☐ I focus on root problems, not surface fixes
- ☐ My work creates real progress, not just movement
- ☐ I am not using busyness as a substitute for traction

Select One

Select One

Select One

Filled Example

A realistic example of how a founder might complete The Clarity Audit™.

Scenario

A consultant is fully booked, constantly busy, and still feels like the business is not moving forward. Revenue is flat and decisions keep getting delayed.

Section 1: Clarity

- | | |
|--|-----|
| ☒ I can explain my business... | YES |
| ☐ I know what success looks... | NO |
| ☐ My direction feels focused | NO |

Section 2: Intentional decisions

- | | |
|---|----|
| ☐ I make decisions from... | NO |
| ☐ I am not constantly reacting | NO |
| ☐ I create space to think | NO |

Section 3: Avoidance

- | | |
|---|----|
| ☐ I am not delaying hard... | NO |
| ☐ I have addressed what is... | NO |
| ☐ I have had the conversations | NO |

Section 4: Time alignment

- | | |
|--|----|
| ☐ My calendar reflects... | NO |
| ☐ Most time goes to high-... | NO |
| ☐ I am not trapped in busy... | NO |

Section 5: Right problem

- | | |
|--|-----|
| ☒ I focus on root problems | YES |
| ☐ My work creates real... | NO |
| ☐ I am not using busyness as... | NO |

Diagnosis

This isn't a capacity problem. It's a reactive, avoidance, and alignment problem.

The founder doesn't need more tools. They need clearer priorities, cleaner decisions, and one hard change.

