

# *LionsEdge*

FOUNDER'S DIAGNOSTIC · SELF-ASSESSMENT

## *The Founder's Diagnostic.*

Ten pages. Built to surface the gaps before we talk.

Complete before your consult. Return by email.

---

01 · STRATEGY & POSITIONING

02 · OPERATIONS & PROCESS

03 · TEAM & CULTURE

04 · TECH & SYSTEMS

05 · REVENUE & ACQUISITION

## BEFORE YOU BEGIN

# This document is a thinking tool, not a test.

The questions that follow are designed to surface things you already know but may not have looked at clearly. There are no trick questions and no wrong answers. The purpose is to give us a shared map before we speak, so the consult starts in the middle of discovery rather than at the beginning.

## SET ASIDE

**45 to 60 minutes. Uninterrupted.**

This is not a form to skim. The questions that make you pause are the most important ones. Sit with those.

## ANSWER HONESTLY, NOT OPTIMISTICALLY

**Write what is true now, not what you intend to be true.**

I am not evaluating you. I am trying to understand where you actually are so I can be genuinely useful. Polished answers waste both our time.

## INCOMPLETE IS FINE

**If you don't know the answer, write "I don't know."**

"I don't know" is often the most useful data point. It tells us exactly where to focus.

## RETURN BEFORE THE CALL

**Email the completed PDF to lionsedgetech@gmail.com 24 hours before we speak.**

I'll review it before we meet. The call will be a working session, not a discovery interview.

## THE PREMISE

Most operators with businesses between \$1M and \$10M are not stuck because they lack capability. They are stuck because the constraint is not where they are looking.

## SECTION 01 OF 05

# Strategy & Positioning

Most positioning problems look like sales problems or growth problems on the surface. They are not. This section is designed to surface whether the business has a clear, defensible position, or whether it is competing on availability and goodwill.

**Q1.1**

Who is this business specifically for? Not a broad category, a specific type of operator, at a specific moment in their business, with a specific problem.

*If the answer is "anyone with a need for X," the positioning is not yet specific enough.*

**Q1.2**

What does this business do that the next best alternative does not? Be specific. If you cannot answer in two sentences, the market cannot answer either.

**Q1.3**

If your best client described you to a peer, what would they say? What do you wish they would say instead?

**Q1.4**

Where does your current strategy feel like a deliberate choice versus something that just accumulated over time?

## SECTION 02 OF 05

# Operations & Process

Operational constraints are the most common hidden limiter in \$1M–\$10M businesses. The business has outgrown the processes that got it here, but the founder is often too close to see which ones are the real bottleneck.

**Q2.1**

If you doubled volume tomorrow, which process would break first? How confident are you in that answer?

**Q2.2**

Where are the most significant decisions being made informally, in someone's head, that should be documented or systematised?

**Q2.3**

What percentage of your time as operator is genuinely discretionary versus locked into maintaining current state? Be honest.

**Q2.4**

Which operational process, if it broke tomorrow, would cause the most damage? Do you have a written contingency?

**Q2.5**

What is the one operational change that would have the highest leverage on overall business performance right now?

## SECTION 03 OF 05

# Team & Culture

Culture is not what is written on the wall. It is what behaviour the business actually rewards. Team questions often surface the most uncomfortable truths about where the real constraints live.

**Q3.1**

Who on your team would be hardest to replace? What would happen to the business if that person left tomorrow?

**Q3.2**

What behaviour does your culture actually reward, versus what it says it rewards? Where is the gap?

**Q3.3**

Where is critical knowledge concentrated in specific people rather than embedded in systems or documentation?

**Q3.4**

What does your team think the business is trying to become in the next two years? How do you know?

**Q3.5**

What is the hardest conversation you are currently avoiding with someone on your team?

## SECTION 04 OF 05

# Tech & Systems

Technology should reduce friction, not create it. Most \$1M–\$10M businesses are either under-systemised (running on spreadsheets and habit) or over-tooled (too many platforms, none of them connected). This section surfaces which applies to you.

**Q4.1**

List the core tools your business runs on. Which of these have you actively evaluated in the last 12 months?

**Q4.2**

Where is your technology creating drag rather than leverage? What does that cost you in time or money each week?

**Q4.3**

What data do you wish you had about your business that you currently do not track? What decisions would you make differently if you had it?

**Q4.4**

What repetitive tasks or processes have you identified as automation candidates but not yet acted on? What has stopped you?

## SECTION 05 OF 05

# Revenue & Acquisition

Revenue questions are last because they are usually symptoms, not causes. By the time you reach this section, you will likely have a clearer view of what is actually limiting growth.

**Q5.1**

Where does your revenue come from? Break it down by client concentration, channel, and product or service line. What does this tell you?

**Q5.2**

What is your single most reliable acquisition channel? What would happen to the business if it stopped working tomorrow?

**Q5.3**

What is the average lifetime of a client relationship? What would move that number, and why haven't you prioritised it?

**Q5.4**

Where are you leaving money on the table with existing clients? What stops you from capturing it?

## SYNTHESIS

# *The constraint.*

Having worked through the five sections, step back. Most businesses have one primary constraint at any given time, a single point that, if resolved, would unlock the most movement. The following questions are designed to help you identify it.

What is the single biggest constraint on the business right now?

What would the business look like in 18 months if that constraint was removed?

What have you tried that has not worked? Why do you think it did not work?

What do you most need from a thinking partner right now?

## ADDITIONAL NOTES

# *Anything else.*

Use this page for anything that came up while completing the diagnostic that did not fit neatly into a question. Observations, patterns you noticed, things you have been avoiding thinking about. This is often where the most useful material lives.

## A NOTE ON CONFIDENTIALITY

Everything you share is confidential. Used solely to prepare for our consult. Not shared, published, or referenced without your explicit agreement.

## WHAT HAPPENS NEXT

# *Return it.*

Save your filled PDF and email it to lionsedgetech@gmail.com at least 24 hours before our consult.

I'll review it before we meet. The call will be a working session, not a discovery interview.

Everything you share is confidential. Used solely to prepare for our consult. Not shared, published, or referenced without your explicit agreement.

---

NATE · LIONSEGE · CROW\_CODE

[lionsedgetech@gmail.com](mailto:lionsedgetech@gmail.com)