THE 36-QUESTION BUSINESS ASSESSMENT

The Dynamo Business Stability Diagnostic

A 36-question assessment of where your business is losing stability, limiting growth, and depending too heavily on the owner or the main leader — and which area to strengthen first.

PURPOSE

This assessment is not a test. It is a mirror.

Answer the questions based on how the business actually operates today — not how you hope it operates. There are no wrong answers, only clarity.

HOW TO COMPLETE THE ASSESSMENT

Rate each statement on how accurately it describes the way the business normally operates today.

Total time: approximately 10–12 minutes.

1 · Not true	2 · Seldom true	3 · Sometimes true	4 · Usually true	5 · Consistently true

SECTION 01 Owner Independence

How well the business operates without the owner's constant involvement. If you stepped away for several days, what would continue normally, and what would slow down?

01	When I am unavailable for several days, normal business operations continue without major delays or interruptions.	1	2	3	4	5
02	Routine operating decisions are made without waiting for my approval.	1	2	3	4	5
03	Routine operating problems are resolved without being escalated to me.	1	2	3	4	5
04	My team understands which decisions they can make without my approval.	1	2	3	4	5
05	Daily operational coordination does not depend on my involvement.	1	2	3	4	5
06	The business maintains normal service, productivity, and responsiveness when I step away.	1	2	3	4	5

Owner Independence total: ______ / 30

SECTION 02 Operating Systems

Whether reliable execution is supported by documented processes rather than depending on one person's knowledge or habits. If a key team member left, what would become inconsistent or stop?

07	The processes most critical to delivering our work are documented and accessible to the people who use them.	1	2	3	4	5
08	Team members use the documented procedures for routine work.	1	2	3	4	5
09	Similar work is completed to the same quality standard, regardless of who performs it.	1	2	3	4	5
10	Work is scheduled and carried out through a defined operating process.	1	2	3	4	5
11	When recurring mistakes occur, we examine and improve the process that contributed to them.	1	2	3	4	5

12	Our operating processes remain reliable during periods of high demand.	**1**	**2**	**3**	**4**	**5**

Operating Systems total: ______ / 30

SECTION 03 Leadership & Management Effectiveness

Whether managers own results, address performance issues, solve routine problems, and make decisions aligned with business priorities.

13	Managers understand the specific results they are accountable for delivering.	**1**	**2**	**3**	**4**	**5**
14	Managers resolve routine operating problems without unnecessarily escalating them to me.	**1**	**2**	**3**	**4**	**5**
15	Managers communicate specific performance expectations to their team members.	**1**	**2**	**3**	**4**	**5**
16	Managers address underperformance promptly when it occurs.	**1**	**2**	**3**	**4**	**5**
17	Managers address performance issues without depending on me to enforce expectations.	**1**	**2**	**3**	**4**	**5**
18	Managers use the business's stated priorities to guide their decisions.	**1**	**2**	**3**	**4**	**5**

Leadership & Management Effectiveness total: ______ / 30

SECTION 04 Communication & Accountability

Whether people receive clear expectations, priorities, decisions, feedback, and follow-through needed for consistent execution.

19	Team members understand their responsibilities and the results expected from their roles.	**1**	**2**	**3**	**4**	**5**
20	Current business priorities are communicated clearly to the team.	**1**	**2**	**3**	**4**	**5**
21	Meetings end with clear decisions, next steps, or both.	**1**	**2**	**3**	**4**	**5**
22	Performance expectations are applied fairly and consistently across the team.	**1**	**2**	**3**	**4**	**5**
23	Feedback is provided soon enough to help team members improve their performance.	**1**	**2**	**3**	**4**	**5**
24	Important information reaches the right people in time for them to act.	**1**	**2**	**3**	**4**	**5**

Communication & Accountability total: ______ / 30

SECTION 05 Financial Visibility & Control

Whether leaders have timely financial information and use it to manage margins, cash flow, profitability, and emerging risks.

25	I can identify which major services, products, or types of work are most and least profitable.	**1**	**2**	**3**	**4**	**5**
26	We review the business's financial performance on a defined schedule.	**1**	**2**	**3**	**4**	**5**
27	Managers consider the effect on profitability when making operational decisions.	**1**	**2**	**3**	**4**	**5**
28	We use an up-to-date cash-flow forecast to anticipate upcoming cash needs.	**1**	**2**	**3**	**4**	**5**
29	An increase in revenue produces a corresponding increase in profit.	**1**	**2**	**3**	**4**	**5**
30	Our financial reporting identifies negative trends before they become urgent problems.	**1**	**2**	**3**	**4**	**5**

Financial Visibility & Control total: ______ / 30

SECTION 06 Growth Readiness & Capacity

Whether the business has the people, processes, and management capacity to take on more work without disrupting current performance.

31	The business can handle an increase in customer demand without causing sustained delays, errors, or team overload.	**1**	**2**	**3**	**4**	**5**
32	We use a defined, repeatable process to bring new employees into the business.	**1**	**2**	**3**	**4**	**5**
33	Managers have enough capacity to take on additional responsibility as the business grows.	**1**	**2**	**3**	**4**	**5**
34	Our current people, processes, and systems can support the next planned stage of growth.	**1**	**2**	**3**	**4**	**5**
35	The team can manage increased demand without sustained overload or a decline in performance.	**1**	**2**	**3**	**4**	**5**
36	We can evaluate and accept larger opportunities without putting current commitments at risk.	**1**	**2**	**3**	**4**	**5**

Growth Readiness & Capacity total: ______ / 30

SCORING SUMMARY

Transfer each section total below, then add all six for your overall Dynamo Business Stability Score.

1 · Owner Independence	**______ / 30**	**2 · Operating Systems**	**______ / 30**
3 · Leadership & Management Effectiveness	**______ / 30**	**4 · Communication & Accountability**	**______ / 30**
5 · Financial Visibility & Control	**______ / 30**	**6 · Growth Readiness & Capacity**	**______ / 30**

OVERALL DYNAMO BUSINESS STABILITY SCORE: ______ / 180

Your overall score at a glance

Score	Band	What it means
153 – 180	**Systemized & Scalable**	Built to run and grow without you.
123 – 152	**Stable with Key Gaps**	A solid foundation, but a few domains still limit growth.
72 – 122	**Inconsistent & Dependent**	The business still runs on you, not on systems.
36 – 71	**Weak & Unstable**	Several domains need immediate attention.

YOUR BUSINESS AT A GLANCE

Score each domain against the key below, then step back and look at the shape — not just the numbers. A balanced business is a stable one.

DOMAIN SCORING KEY (per domain, out of 30)

Score	Band	What it means
0 – 10	**Weak / Unstable**	This domain is fragile and owner-dependent.
11 – 20	**Inconsistent / Dependent**	Works, but depends on individuals rather than systems.
21 – 25	**Stable with Key Gaps**	Reliable, with clear gaps to tighten.
26 – 30	**Systemized & Scalable**	Runs without you and is ready to scale.

YOUR SIX BUSINESS DOMAINS

1 · Owner Independence	______ / 30	**2 · Operating Systems**	______ / 30
3 · Leadership & Management Effectiveness	______ / 30	**4 · Communication & Accountability**	______ / 30
5 · Financial Visibility & Control	______ / 30	**6 · Growth Readiness & Capacity**	______ / 30

REFLECTION

Is your set of domains smooth and balanced — or lopsided and fragile?

A business can only move as fast as its weakest domain.

WHAT TO FIX FIRST

Find your lowest-scoring domain, then locate it below. The fastest path to stability is to strengthen the weakest domain first — do not try to fix everything at once.

ZONE 01: OWNER INDEPENDENCE

If this is your lowest score, *your business is still running on you, not on systems.*

What This Usually Looks Like

— You are the decision-maker, problem-solver, and safety net
— The business slows down when you step away
— Team members wait for approval instead of acting

Fix This First

— Define decision rights — what the team can decide without you
— Install a simple escalation framework
— Remove yourself from daily scheduling and issue resolution

Primary Outcome: The business can operate without constant owner involvement.

Install: the Leadership & People System and the Operations System.

ZONE 02: OPERATING SYSTEMS

If this is your lowest score, ***execution*** *depends on people, not process.*

What This Usually Looks Like

— Inconsistent quality
— Rework, mistakes, and firefighting
— Results vary based on who is working

Fix This First

— Document the core 5–7 processes that drive results
— Define clear standards for “done right”
— Shift from blame to process improvement

Primary Outcome: Consistency replaces chaos.

Install: the Operations System and the Service/Delivery System.

ZONE 03: LEADERSHIP & MANAGEMENT EFFECTIVENESS

If this is your lowest score: *Managers manage activity — not outcomes.*

What This Usually Looks Like

— Performance issues linger
— Managers escalate instead of solving
— Accountability feels personal or emotional

Fix This First

— Clarify the outcomes managers own

— Install a simple performance review rhythm
— Coach managers to solve problems before escalating

Primary Outcome: Managers' own results.

Install: the Leadership & People System.

ZONE 04: COMMUNICATION & ACCOUNTABILITY

If this is your lowest score, ***clarity*** *is inconsistent — and execution suffers.*

What This Usually Looks Like

— Priorities change often
— Meetings feel unproductive
— Accountability is reactive

Fix This First

— Stabilize priorities
— Define meeting rhythms with clear outputs
— Separate accountability from emotion

Primary Outcome: Clarity drives execution.

Install: the Operations System's meeting & communication rhythms, plus the Leadership & People System.

ZONE 05: FINANCIAL VISIBILITY & CONTROL

If this is your lowest score, ***decisions*** *are made on instinct, not data.*

What This Usually Looks Like

— Surprise cash flow issues
— Unclear margins
— Growth without profitability

Fix This First

— Identify 5–7 key financial metrics
— Review financials monthly
— Connect operational decisions to financial impact

Primary Outcome: Financial confidence replaces stress.

Install: the Financial System.

ZONE 06: GROWTH READINESS & CAPACITY

If this is your lowest score, ***growth*** *will amplify problems instead of profits.*

What This Usually Looks Like

— The team feels stretched
— Growth creates overwhelm
— Opportunities feel risky

Fix This First

— Strengthen systems before scaling volume
— Build repeatable hiring and onboarding
— Increase manager capacity before increasing demand

Primary Outcome: Growth strengthens the business instead of destabilizing it.

Install: strengthen the weaker domains first, then the Leadership & People System — capacity before demand.

YOUR FIRST 30-DAY FOCUS

Pick one domain to work on for the next thirty days.

You will experience measurable progress.

What you write below is the next month of work — nothing more, nothing less.

Growth doesn't create stability. Stability creates freedom.

RULE: Fix the lowest domain first. Resist the urge to optimize strengths before stabilizing weaknesses.

STEP 01 · Identify the domain with the lowest score

STEP 02 · Choose one outcome

What must be true in 30 days for this domain to feel stronger?

STEP 03 · Commit to three weekly actions

Week 1, Week 2, Week 3 — Week 4 is for review, refinement, and lock-in.

STEP 04 · Define success

How will you know this domain is no longer fragile?

ONE MORE STEP:

Turn your score into a plan. Scan either code to keep going.

Book a Strategy Session Talk through your results and your business systems with our team and map your first move. **Scan with your phone camera**	**Take the Comprehensive Automated Diagnostic or Share With Your Key Leaders to Take It.** Go deeper with the full Dynamo Business Stability Diagnostic — score all six domains in detail. **Scan with your phone camera**