



Helping businesses find clarity and the confidence to lead with it.

# The Growth Gap Assessment

A tool for business leaders to see the critical gaps holding back growth

This assessment helps you quickly see where your business is strong and where it may be holding you back. In just 5 minutes, you'll get a clear picture of whether you're ready to scale — or at risk of stalling — and where to focus next.

## Section 1: You, the Leader

|                                                                                                       |          |
|-------------------------------------------------------------------------------------------------------|----------|
| I spend most of my time on strategy and leadership rather than firefighting day-to-day issues.        | Yes / No |
| I am actively developing leadership capacity in others so the business is not overly dependent on me. | Yes / No |
| I have the confidence to step back from operations and trust my team to take ownership.               | Yes / No |

## Section 2: Setting Direction

|                                                                                                                               |          |
|-------------------------------------------------------------------------------------------------------------------------------|----------|
| We have a clear and written vision for the business, and my team would describe it in the same way.                           | Yes / No |
| Our company is a strongly purpose-driven business.                                                                            | Yes / No |
| We have made deliberate choices about where we should play (customers, markets, and channels) to reach our growth objectives. | Yes / No |
| We know clearly how we win — our unique and valuable position that competitors struggle to copy.                              | Yes / No |
| We use a formal framework (e.g. OKRs) to ensure execution against our strategic priorities.                                   | Yes / No |

## Section 3: Winning Team

|                                                                                                            |          |
|------------------------------------------------------------------------------------------------------------|----------|
| Every key business function has one clearly accountable person (not shared, not “the CEO by default”).     | Yes / No |
| Roles and responsibilities are documented, kept up to date, and reviewed regularly.                        | Yes / No |
| I would enthusiastically rehire each member of my leadership team.                                         | Yes / No |
| We know how to attract and retain top talent, and our best people want to stay.                            | Yes / No |
| My leadership team debates issues openly and constructively, and team members hold each other accountable. | Yes / No |

## Section 4: Operational Excellence

|                                                                                                                |          |
|----------------------------------------------------------------------------------------------------------------|----------|
| We have up-to-date, accurate financial data and use it to make better decisions and improve profitability.     | Yes / No |
| Our marketing consistently delivers a predictable flow of high-quality leads at a sustainable cost.            | Yes / No |
| Our sales process is structured, tracked, and consistently achieves strong conversion rates.                   | Yes / No |
| Our core systems and processes are documented and followed, so work doesn't depend on memory or personalities. | Yes / No |
| The business could continue to run effectively for at least 3 months without my daily involvement.             | Yes / No |

## Scoring Your Results

Ready to scale (14–18 “Yes” answers)

Strong foundations for sustainable growth.

Vulnerable (8–13 “Yes” answers)

Progress made, but gaps could stall growth.

Significant gaps (0–7 “Yes” answers)

Business growth is being held back by too much reliance on you; urgent need to

## Interpreting Your Results

### Ready to scale (14–18 “Yes” answers):

You've built strong foundations — the challenge now is sustaining growth while ensuring leadership and systems keep pace.

### Vulnerable (8–13 “Yes” answers):

This is where many established businesses stall. You've achieved success, but it feels harder to turn effort into results. Progress risks being choked by unclear priorities, uneven leadership capacity, or teams that rely too heavily on you. Closing these gaps is what unlocks the shift from running a successful business to building a business that scales more smoothly and sustainably.

### Significant gaps (0–7 “Yes” answers):

Right now, growth depends too much on you. Without stronger leadership depth, clearer strategy, and scalable systems, the business can't truly take off. The good news? These gaps are common — and once addressed, they free you to step out of the weeds and focus on leading the business forward.

## What's Next

Every business leader who wants to scale faces this point: moving from a business that works because of you to a business that works without depending on you.

The Growth Gap Assessment highlights where you stand today. The next step is turning insight into action.

- In a free consultation, we'll:
  - Review your responses in detail.
  - Pinpoint which gaps are holding you back from scaling.
  - Outline the first moves that will set your business up for growth with stronger foundations.

Scaling isn't about pushing harder. It's about building the clarity, alignment, and systems that let the business grow smoothly — with you leading, not carrying.

**Graham Cherrington**

Business Coach, GROW Business Coaching

We help business leaders find clarity and the confidence to lead with it.

With years of experience coaching CEOs and founders, I've seen the patterns that hold businesses back from scaling — and the strategies that unlock growth. My approach is practical, collaborative, and focused on building businesses that thrive without being overly dependent on the founder.

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