

The Growth Bottleneck Scorecard

A short self-review for owners who are doing the work, but are unsure what to fix first.

Use your last 10 relevant inquiries, recent proposals or current process as evidence. If records are unavailable, mark Unknown. This is a prioritization aid, not a prediction of growth.

Score	Meaning
0	No clear process or evidence yet.
1	Partly in place, or inconsistent in practice.
2	Clear, repeatable and supported by recent evidence.
?	Unknown. Gather evidence before deciding.

Area	Question	0 / 1 / 2 / ?
Buyer + offer	Could a suitable buyer explain who your offer is for, the problem it solves and the next step after reading one paragraph?	_____
Proof + confidence	Can you show relevant evidence and explain what is included, excluded and uncertain without exaggerating?	_____
Next step	Can someone move from interest to a clear, appropriate action without guessing whom to contact or what happens next?	_____
Follow-up + owner	Does every active inquiry have one owner, a relevant next action and a due date, with replies and opt-outs respected?	_____
Measurement	Can you follow a recent inquiry through qualification and decision, using the same definitions at each stage?	_____
Delivery capacity	Do the promises, timing and handoff match the work your team can actually deliver?	_____

Do not add the scores into a revenue forecast. Start with one weak area that recent evidence suggests is holding back the next step. A delivery problem comes before adding more demand.

Choose one useful next move

The result should be a decision you can act on, not another score to admire.

If the gap is...	Try this first
Buyer + offer	Write one sentence naming the buyer, problem, deliverable and next step. Ask a relevant person to explain it back.
Proof + confidence	Add one authorized, relevant proof item and clarify what is and is not included. If proof is missing, state the limitation.
Next step	Walk through the journey as a new prospect. Remove one confusing step and test it on a phone.
Follow-up + owner	Review five legitimate open inquiries. Assign an owner, next action and date. Do not revive opted-out contacts.
Measurement	Map the last 10 inquiries to the same stages; identify missing dates and unresolved outcomes.
Delivery capacity	Review promised timing against real capacity. Correct the promise before adding activity.
Unknown	Inspect a small set of actual records or conduct a relevant business conversation before changing the process.

My priority and the evidence behind it

One action, its owner and the review date

Want a structure for doing the work?

The Growth Fix Kit turns this priority into an offer check, funnel map, follow-up system and a seven-day action plan. The Strategy Sprint is separate: tailored help connecting the wider marketing and sales system.

You can use this scorecard without buying anything. Repeat it after you have observed the effect of the change. Keep customer information in your approved business systems.