

The Business Systems Audit

Score each system 0-3. Read the test, not the name - the name always sounds like you have it.

0 IN YOUR HEAD

Works only when you are available

1 WRITTEN DOWN

Steps exist, no owner named

2 OWNED (one name)

Someone is responsible when it breaks

3 MEASURED (a number)

You see drift before a customer does

1

LEAD CAPTURE & FOLLOW-UP

YOU DO NOT HAVE IT IF...

A lead can arrive and sit unanswered for two days without anyone noticing.

SCORE

0 1 2 3

2

SALES & QUOTING

YOU DO NOT HAVE IT IF...

Two people would quote the same job at two different prices.

SCORE

0 1 2 3

3

CLIENT ONBOARDING

YOU DO NOT HAVE IT IF...

What happens in week one depends on who signed the client.

SCORE

0 1 2 3

4

WORK INTAKE & PRIORITIZATION

YOU DO NOT HAVE IT IF...

Requests reach you by text, email and hallway, and priority means whoever asked loudest.

SCORE

0 1 2 3

5

DELIVERY

YOU DO NOT HAVE IT IF...

The quality of the work depends on which person got assigned to it.

SCORE

0 1 2 3

6

MONEY

YOU DO NOT HAVE IT IF...

You learn about a cash problem when you check the bank balance.

SCORE

0 1 2 3

7

PEOPLE

YOU DO NOT HAVE IT IF...

A new hire's first week is improvised each time.

SCORE

0 1 2 3

8

REVIEW & IMPROVEMENT

YOU DO NOT HAVE IT IF...

Nothing on this list has been changed on purpose in six months.

SCORE

0 1 2 3

TOTAL / 24

The spread matters more than the total: eight systems at level 1 beats three at level 3 and five at zero.

theproductivefounder.com - Page 1 of 2: score your systems. Page 2: decide what to build first.

What Do You Build First?

The rule: build the system whose next failure costs you the most, soonest.

THE THREE-STEP FILTER

1. Mark every system you scored 0 or 1.
2. Cross out anything that cannot cost you money or a customer in the next 90 days.
(No hires planned this quarter? System 7 is real, but it is not urgent.)
3. Of what is left, pick the one closest to cash: 1 Lead capture, 2 Quoting, 5 Delivery, 6 Money.
Everything else supports those four.

EXCEPTION: if system 8 (review) scored 0, build it alongside whatever you picked. Without it, the system you are about to write into within a quarter - which is what happened last time.

YOUR THREE PRIORITIES

One page each, five parts: trigger, 7-12 numbered steps, one named owner, the tools, the check.

PRIORITY 1

SYSTEM (name + current score)

OWNER (one name - not a team)

FIRST DOCUMENT TO WRITE

HOW YOU WILL CHECK IT / HOW OFTEN

WRITE IT BY (date)

PRIORITY 2

SYSTEM (name + current score)

OWNER (one name - not a team)

FIRST DOCUMENT TO WRITE

HOW YOU WILL CHECK IT / HOW OFTEN

WRITE IT BY (date)

PRIORITY 3

SYSTEM (name + current score)

OWNER (one name - not a team)

FIRST DOCUMENT TO WRITE

HOW YOU WILL CHECK IT / HOW OFTEN

WRITE IT BY (date)

Re-score all eight in 90 days. The second score is the one that tells you whether anything changed.

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