

# Company Stage Assessment



**FIRST** - For each element in the first column, circle the description that most resonates with your current situation.

	Stage 1: Existence	Stage 2: Survival	Stage 3: Scaling	Stage 4: Impact
<b>Common Situation</b>	Barely exists.	Has revenues but not enough profit to both scale and for owner to Thrive.	Profitable, growing company with dollars to invest in people, systems, marketing and sales.	Hit long-term goal and set new, expanded vision for the company.
<b>Primary Goal</b>	Break even. Don't run out of cash.	Grow profits and cash so that the company can afford great people, systems, and growth.	Exponentially grow the company impact and profits.	Expand vision and goals for greatness, impact, and profit.
<b>Team</b>	Less than 5. All report to the Founder.	Still simple and small. Lean administration team. Still wearing multiple hats. A Leadership Team is forming.	Larger, more complex organization now has functional departments and leaders. Leadership Team in place. Talented, experienced people join the team. Founder succession plan in-progress.	Strong CEO reporting to a Board of Directors. Leadership Team Members report to CEO. Multi-leveled team reports into Leadership Team. Team fully scaled to meet and expand impact goal. CEO succession plan in place.
<b>Decisions</b>	Founder makes decisions.	Founder still makes most decisions. Companies with a Leadership Team start to participate in decision-making.	Strong CEO with leadership team makes the key company decisions. A board of directors that meets regularly is in place.	Decisions are made by those closest to the decision; get pushed down to the lowest level. People are empowered to make decisions.
<b>Systems</b>	Barely exist. Creating systems as you go.	Improving but still inadequate. The proper systems and people needed to fully scale the business efficiently are still not in place.	Best-in-class systems are being implemented during this phase. Data mining and analysis informs smart business decisions.	Elegant systems create consistent results, and feed data needed to stay on track, measure progress, and make constant improvements.

# Company Stage Assessment



	Stage 1: Existence	Stage 2: Survival	Stage 3: Scaling	Stage 4: Impact
Challenges	Many. Can't afford the smart people and systems. Can't afford marketing needed to scale the company. Not enough customers. Everything inefficient.	Building enough scale to finally afford scaling. Minimal/inconsistent profits. Cash crunches.	Challenges of growth, staying connected to purpose, keeping the culture strong, and replacing team members that aren't suitable for this stage.	Company must re-commit and double-down on purpose, setting a newly expanded Long-Term Impact Goal to keep the company fueled with vision. Team commitment and culture require ongoing focus.
Rewards	Few, other than excitement of launching a purpose-led company.	Maybe some profits, growing team, and excitement of being a part of something with a compelling future.	Profitability, scale, and increased impacts. Pride in a strong, growing business making a difference in the world.	Actualization of a dream. Initial profit goals met. Initial thriving goals met and being expanded. Pride in having built a force for good.
Impact, Scale, Profit Goals	5-10% progress	10-30% progress	30-90% progress	100% and beyond
Exit Options	Liquidate. Possibly sell some hard physical assets. Likely lose most/all invested.	Liquidate. Possible asset sale. Possible sale of customer base or product. Maybe investors can recoup some of their investment.	Plethora of exit strategies become available. Founder and investors could exit and receive strong ROI.	Every option for exit is available at this stage.
Founder Dependence	Owner is synonymous with the business.	Owner still working in the daily nuts-and-bolts of the business. Company is still very founder-dependent.	Owner involved at strategic, high level, but dependence on owner shrinks as company proves it can sustain independently.	Company independent of the founder and can thrive without her at this point. Founder participation is her role of choice.

**SECOND - Count up the number of circles in each column to determine which stage most accurately describes your company. Invite others on your team to fill out the assessment and notice where perspectives agree and disagree. Knowing which stage you are currently in can help you know what to do next to move everything forward.**



## Order the Book

- The Force for Good (FFG) System™ is designed to amplify scale, profit, and cash flow through alignment of purpose, values, and vision.
- It is a transformational flywheel accelerating the vision and success of your company.
- The tool above is part of the Force for Good System™ shared in the book.
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## Growth Accelerator

- Step-by-step guidance to install the elevated system of perpetual growth.
- The flywheel is designed to help you and your team accelerate in the three dimensions that all businesses need to continuously innovate and improve:
  1. **Impact** – The good your business brings to customers, your industry, your community, and the world at large.
  2. **Scale** – Your company purpose actualized at the level you envision.
  3. **Profit** – Ensuring sustainability and prosperity for all stakeholders.

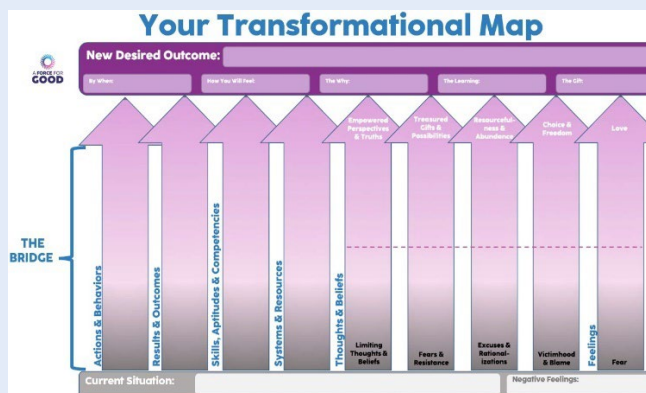
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# The *Three Essential Tools* of the Force for Good System™

- The **4-Page Growth Plan™** restores your power as a leader. It reminds you that you and your team already have what you need to take the next brave step.
- In four pages is everything you need to know to unlock the puzzle of growth in your business.
- The visual summary of the Transformational Flywheel, customized for your company.

[Download 4-Page Growth Plan™](#)



- **Your Transformational Map** helps teams grow – from inside out.
- Growth requires change. The map unlocks the hidden, unconscious reasons why we resist change.
- Helps you step into your role as a Transformational Leader.
- Each business breakthrough becomes a path to both business growth -- and personal growth for leaders and teams.

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- The **Seven Rituals of Innovation™** spin the transformational flywheel of your business.
- Specific daily, weekly, monthly, quarterly, and annual rituals together with your team.
- Redirecting you and your team back to what is most important, these moments accelerate the path to your vision.

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