Business Pain Checklist

Every business has a pain. This checklist helps you see where yours is. Be honest: nobody sees your answers but you.

1. Tick every sign that is true for your business today.

2. Count the ticks in each area and write the number in the box.

3. Use page 2 to see what your results mean.

Strategy & Growth ___ / 5

- [ ] Sales have been flat or falling for over a year.
- [ ] We have no written plan for the next 12 months.
- [ ] We don't really know why customers choose us, or leave us.
- [ ] Competitors are growing faster than we are.
- [ ] We keep starting new ideas and finishing few of them.

Sales & Marketing ___ / 5

- [ ] Most new customers come from word of mouth only.
- [ ] We set prices by feel or by copying competitors.
- [ ] We don't track where leads come from or how many become customers.
- [ ] Few customers come back to buy again.
- [ ] Our sales depend on one or two people.

Operations & Cost ___ / 5

- [ ] The same mistakes and delays happen again and again.
- [ ] Costs are rising faster than sales.
- [ ] Things stop when the owner is not there.
- [ ] We often run out of stock, or hold too much of it.
- [ ] Nobody can say exactly how long or how much our main tasks cost.

Finance & Investment ___ / 5

- [ ] The business is busy, but cash is always tight.
- [ ] We don't know the profit of each product or service.
- [ ] Monthly accounts arrive late, or not at all.
- [ ] Customers pay us late, often.
- [ ] We would struggle to show an investor or bank clear numbers.

People & Organisation ___ / 5

- [ ] Roles and responsibilities are not written down.
- [ ] Good people leave, or are hard to hire.
- [ ] Everything goes back to the owner for decisions.
- [ ] We don't measure staff performance against clear targets.
- [ ] The team works hard, but not always on the right things.

AI, Digital & Automation ___ / 5

- [ ] Staff spend hours on copying, typing or repeating the same tasks.
- [ ] Our data sits in many spreadsheets, or in people's heads.
- [ ] We have no dashboard showing the business at a glance.
- [ ] Customers can't easily order, book or pay online.
- [ ] We are curious about AI but haven't used it to save real time or money.

Ticks in an area	What it usually means
0–1	Healthy. Keep an eye on it.
2–3	A real pain that is probably costing you money every month. Worth fixing soon.
4–5	An urgent area. Fixing it is likely to have the biggest impact on your business.

My highest area	My second area	Total ticks (out of 30)

This checklist gives you a direction, not a diagnosis. The real cost of each pain depends on your numbers, which is what the Business X-Ray measures.

Turn your ticks into numbers: book your free Business X-Ray

One hour with a senior consultant. Within 48 hours you get your Business Health Score out of 100, your top three pains and what they may be costing you.

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