

The Blind Spot Check

A 3-minute self-assessment for owners who've hit a plateau and can't quite tell what's underneath it.

Most owners who've hit a plateau can point to a symptom — a hire who isn't working out, margins that used to feel fine, meetings that go nowhere. Almost none of them can point to what's actually underneath it. This check won't diagnose your business. It'll show you where to look.

How to take it: Rate each statement below from 1 to 5, based on how true it is for you right now.

1 = Not true at all · 3 = Somewhat true · 5 = Completely true right now

Circle the number that fits best for each of the 9 statements. There's no passing score — this is designed to show you where to look, not to judge what you find.

PEOPLE

- | | | | | | |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1. If you took two weeks away from the business right now, you're confident your team would keep the standard you'd want — not just keep the doors open. | ☐ | ☐ | ☐ | ☐ | ☐ |
| | 1 | 2 | 3 | 4 | 5 |
| 2. The people on your team who aren't performing at the level you need — you've already had the direct conversation with them. | ☐ | ☐ | ☐ | ☐ | ☐ |
| | 1 | 2 | 3 | 4 | 5 |
| 3. You have someone in the business who can see what you see, strategically — not just execute what you hand them. | ☐ | ☐ | ☐ | ☐ | ☐ |
| | 1 | 2 | 3 | 4 | 5 |

PRODUCTIVITY

- | | | | | | |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 4. Your calendar this week reflects what actually moves the business forward, not just what's loudest. | ☐ | ☐ | ☐ | ☐ | ☐ |
| | 1 | 2 | 3 | 4 | 5 |
| 5. There's a process for how things get done that would survive you being out of the room — not just “ask me.” | ☐ | ☐ | ☐ | ☐ | ☐ |
| | 1 | 2 | 3 | 4 | 5 |
| 6. You know, without guessing, where the next 90 days of growth is actually going to come from. | ☐ | ☐ | ☐ | ☐ | ☐ |
| | 1 | 2 | 3 | 4 | 5 |

“Since working with Mike I have found a new level of confidence and peace of mind. Last year we experienced a 20% rate of growth and we took back control of key expenses including accounts receivable. I have stability with my staff and a wonderful culture of service and performance. I look forward to continue working with Mike as we create a bright future.”

— Charles W., LinkedIn Recommendation

MARGINS

7. You know your real numbers — which clients, products, or jobs are actually profitable — not just whether revenue is up.

☐	☐	☐	☐	☐
1	2	3	4	5

8. The last time you raised prices or restructured a deal, it came from confidence in your value, not fear of losing the client.

☐	☐	☐	☐	☐
1	2	3	4	5

9. Cash flow doesn't quietly stress you out most months.

☐	☐	☐	☐	☐
1	2	3	4	5

YOUR RESULT

Add up your scores within each category and divide by 3 to get that category's average. Your **lowest-scoring category** is your primary result below. (If two categories tie, use whichever has the single lowest individual answer.)

People — “You're Still the Bottleneck”

Most owners at this stage are still the final decision-maker on everything that actually matters.

That's not a hiring problem. It's usually a trust-and-systems problem — you haven't yet built the structure that lets you delegate the outcome, not just the task.

Productivity — “You're Working Harder Than the Business Is Growing”

This usually isn't a discipline problem. It's a clarity problem.

Without a clear filter for what actually moves the needle, everything in the day feels equally urgent — so the business runs on your energy instead of on a system.

Margins — “Revenue Is Covering for Margin”

Many owners past the five-year mark are busier than ever and less certain about their numbers than when they started.

Often it's not a math problem — it's a confidence problem in how you price, and how you hold your ground when it's tested.

“I cannot even begin to share how incredible of a Business and Life coach Michael Bradford is. I came to Mike during a Business crisis and it was the best decision I ever made. He is attentive, inventive, prepared and offers solid, strategic advice. The juxtaposition between personal guidance and business guidance is something rare, and his talent shows. I am blessed to have found him and highly recommend him to anyone looking to better improve their level of life and business.”

— Isabelle B., LinkedIn Recommendation

Want to know what's underneath your result?

Book a free 30-minute conversation — bradfordbusinesscoaching.com