# The Apexium Scorecard™: Is your Business Growth-Ready?

## A Self-Assessment Tool for Scaling with Intention

**Instructions:** For each of the following statements, score your organization from **1 (strongly disagree)** to **5 (strongly agree)**. Be honest, this is about identifying growth opportunities. You’ll add up the totals at the end to determine your score summary.

## **PILLAR 1: SELL – From Transactional to Consultative**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Question | 1  Strongly Disagree | 2  Disagree | 3  Neutral | 4  Agree | 5  Strongly Agree |
| 1. We have a clearly defined Ideal Customer Profile (ICP) and consistently sell to it. | Choose an item. | Choose an item. | Choose an item. | Choose an item. | Choose an item. |
| 1. Our sales team focuses on solving problems, not pitching features. | Choose an item. | Choose an item. | Choose an item. | Choose an item. | Choose an item. |
| 1. We have a structured sales process that guides prospects through a value-driven journey. | Choose an item. | Choose an item. | Choose an item. | Choose an item. | Choose an item. |
| 1. We regularly win business at a premium price point because of our unique value. | Choose an item. | Choose an item. | Choose an item. | Choose an item. | Choose an item. |
| 1. Sales, marketing, and delivery are aligned on messaging and expectations. | Choose an item. | Choose an item. | Choose an item. | Choose an item. | Choose an item. |

## **Subtotal (SELL): \_Choose an item.\_\_\_/25**

## **PILLAR 2: DELIVER – From Chaos to Consistency**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Question | 1  Strongly Disagree | 2  Disagree | 3  Neutral | 4  Agree | 5  Strongly Agree |
| 1. Our delivery process is consistent, efficient, and scalable across projects or clients. | Choose an item. | Choose an item. | Choose an item. | Choose an item. | Choose an item. |
| 1. We capture and measure client satisfaction regularly and use it to improve. | Choose an item. | Choose an item. | Choose an item. | Choose an item. | Choose an item. |
| 1. Our delivery teams are empowered, proactive, and clear on responsibilities. | Choose an item. | Choose an item. | Choose an item. | Choose an item. | Choose an item. |
| 1. We’ve documented our core processes and can onboard new team members with ease. | Choose an item. | Choose an item. | Choose an item. | Choose an item. | Choose an item. |
| 1. Our customers become repeat buyers or advocates. | Choose an item. | Choose an item. | Choose an item. | Choose an item. | Choose an item. |

## **Subtotal (DELIVER): \_ Choose an item. \_\_\_/25**

## **PILLAR 3: LEAD – From Friction to Flow**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Question | 1  Strongly Disagree | 2  Disagree | 3  Neutral | 4  Agree | 5  Strongly Agree |
| 1. Leaders set clear strategic direction and communicate it effectively. | Choose an item. | Choose an item. | Choose an item. | Choose an item. | Choose an item. |
| 1. We hire and promote based on culture-add, not just skill-fit. | Choose an item. | Choose an item. | Choose an item. | Choose an item. | Choose an item. |
| 1. Our team feels psychologically safe and invested in outcomes. | Choose an item. | Choose an item. | Choose an item. | Choose an item. | Choose an item. |
| 1. Cross-functional collaboration is strong - no silos or turf wars. | Choose an item. | Choose an item. | Choose an item. | Choose an item. | Choose an item. |
| 1. We hold ourselves accountable with clear metrics and follow-through. | Choose an item. | Choose an item. | Choose an item. | Choose an item. | Choose an item. |

## **Subtotal (LEAD): \_ Choose an item. \_\_\_/25**

## SCORE SUMMARY – **GRAND TOTAL \_ Choose an item. \_\_/75**

* **61-75:** *Growth-Ready!* You’re poised to scale. A few tweaks to systematize what’s working could create massive results.
* **41-60:** *On the Edge.* You’ve got strengths, but hidden inefficiencies or misalignment could slow you down. It’s time to get intentional.
* **15-40:** *Growth Risk.* It’s likely you’re experiencing friction, misfires, or team burnout. You don’t need more effort; you need a method.

## NEXT STEPS

Your score tells a story. Let’s translate it into a strategy.

[**Book your FREE Consult**](https://calendly.com/bethany-torres-apexiumgrowth/30min) – During this 30-minute conversation, together we can unpack your results and identify your next strategic move