

MULTI-SITE GROWTH VS. TROUBLE EXECUTIVE SELF-ASSESSMENT



Growth

New & Strategic Initiatives

- ☐ Do our new programs launch with clear alignment to business goals?
- ☐ Do rebranding, image upgrades, technology rollouts or energy-saving initiatives get launched & completed?
- ☐ Are initiatives communicated consistently across all teams and locations?

Brand Evolution

- ☐ Are rebrands or refreshes executed consistently across every site?
- ☐ Are we adding or acquiring a new brand?
- ☐ Do we maintain control of brand standards as we scale?

Smart Expansion

- ☐ Are acquisitions or new franchise agreements integrated smoothly into existing operations?
- ☐ Do we have visibility into expansion performance metrics (time, cost, ROI)?

Accelerated Growth

- ☐ Are we opening new locations on schedule without major quality compromises?
- ☐ Can we adjust quickly when market demand calls for faster or slower rollout?
- ☐ Are we expanding into new markets or franchising?

Adaptive Brand

- ☐ Are we evolving offerings to meet changing market needs while growing share?
- ☐ Do we measure and track how brand changes impact customer perception?

Vendor Management

- ☐ Do we have efficient systems for onboarding and managing vendors?
- ☐ Are vendor roles clearly defined, with internal accountability maintained?
- ☐ Do we have access to vendor data & updates?



Trouble

Forecasting Issues

- ☐ Do our weekly/monthly sales results regularly fall short of forecasts?
- ☐ Is it difficult to explain or adjust projections when results slip?

Budget Overruns

- ☐ Are projects frequently over budget without clear, documented reasons?
- ☐ Do we have a reliable process for identifying cost drivers early?
- ☐ Do controls stop unapproved changes and duplicate payments?

Data Gaps

- ☐ Are key data fields complete and accurate?
- ☐ Is pipeline or project reporting often outdated or inaccurate?
- ☐ Do decision-makers lack real-time data when it matters most?

Manual Burden

- ☐ Have we added staff primarily to produce or reconcile manual reports?
- ☐ Do teams spend more time creating spreadsheets than managing outcomes?

Vendor Dependency

- ☐ Are vendors making key project decisions instead of our team?
- ☐ Do we lack internal expertise to validate or challenge vendor input?

Accountability Gaps

- ☐ Is it unclear who owns specific projects, tasks, or deliverables?
- ☐ Do internal miscommunications delay progress or create duplicate work?
- ☐ Are alerts notifying project, task, or deliverable owners of key dates & milestones?

Scoring Guidance

Mostly **Growth**: You're scaling smart. Keep optimizing

Mixed: You're growing, but watch for hidden inefficiencies.

Mostly **Trouble**: Costs and risks are mounting- **TIME TO ACT**



GROWTH OR TROUBLE?

THE NEXT STEP IS YOURS

Growth 

Keep scaling strong - **Strengthen your systems now** to sustain momentum.

Trouble 

Act Decisively - cut costs, gain visibility, and regain control.

Smarter reporting. Stronger control. Faster growth.

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or

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