FULL VALUE POTENTIAL

The Discovery Wheel Self-Assessment

Rate your business across the seven spokes that decide whether it grows. A wheel has to be round to roll. One flat spoke holds the whole thing back.

The Discovery wheel is an industry-agnostic way to look at a business across the seven areas that drive growth. Refined over 15 years of building business models, plans, and operations, it works because each spoke supports the next. Rate each one honestly and you'll see where your business is strong and where it's slowing itself down.

How to score. Rate each spoke from 0 to 3. **0** not in place. **1** early or inconsistent. **2** in place and working. **3** strong, and a real advantage. Add it up at the end, out of 21.

THE SEVEN SPOKES

1. Marketing

Products and pricing, inbound and outbound, digital, and the political landscape.

- You know your product assortment, pricing, and where customers can buy, with a clear inbound and outbound plan to reach them.
- Your digital presence brings in real leads: website, SEO, social, email, and ads that work.
- You understand the political and regulatory landscape around your business, and you've met the officials who affect it.

Rate this spoke (0 to 3): _____

2. Sales

Sales team and process, onboarding, client management, loyalty, and sales review.

- Your salespeople have the resources, accountability, and a clear process to generate, qualify, and nurture leads.
- Onboarding and ongoing client management are consistent, with expectations set early.
- You track your sales mix, actual versus projected revenue, and team performance against real metrics.

Rate this spoke (0 to 3): _____

3. Service and product delivery

Sourcing, vendor management, receiving, and operations.

- You have reliable primary and backup supply sources and clear quoting or procurement procedures.
- Your vendor, billing, and documentation procedures are defined and followed.
- You've mapped the operation: the people, the processes, the critical control points, and how a job starts and finishes.

Rate this spoke (0 to 3): _____

4. Customer service

Client services, satisfaction, and requests.

- You have a communications plan and quality control that keep clients informed and satisfied.
- You gather reviews, handle complaints, and manage expectations before they become problems.
- You have a clear way to capture and act on client requests and change management.

Rate this spoke (0 to 3): _____

5. Innovation

Improvement across marketing, sales, delivery, technology, and intellectual property.

- You improve how you market, sell, and deliver, rather than running the same playbook every year.
- You invest in technology and protect intellectual property where it matters.
- You have a way to surface and test new ideas across the business.

Rate this spoke (0 to 3): _____

6. Back end

Finance and accounting, legal, IT, HR, and taxes.

- Your finances are in order: current P&L, balance sheet, cashflow, projections, and budgets you actually use.
- Your legal, entity, contract, and intellectual property matters are handled and current.
- Your IT, HR, and tax functions run without constant firefighting.

Rate this spoke (0 to 3): _____

7. Vision and strategy

Purpose, vision, mission, brand identity, and objectives and goals.

- You can state your purpose, vision, and mission clearly, and your team shares them.
- Your brand identity is defined and consistent: personality, tone, look, and culture.
- You have specific objectives and goals: revenue targets, profitability, customers, and partners.

Rate this spoke (0 to 3): _____

READ YOUR WHEEL

Add it up. Out of 21.

Score	Your wheel	What to do next
18 to 21	**Round and strong**	You're set up to grow. Put your attention on the few spokes you rated lowest.
12 to 17	**Mostly round**	A few flat spots are slowing you down. Fix the lowest spokes first.
6 to 11	**Uneven**	Several areas need work before growth comes easily. Start with the lowest two.
0 to 5	**Early**	Build the basics across the spokes before pushing hard for growth.

The shape matters more than the total. A wheel can't roll if one spoke is flat. Find your two lowest spokes. That's where the work is, no matter how high the rest score.

BEFORE YOU PUSH FOR GROWTH

The 3 mistakes that keep a wheel from rolling.

- **Pouring effort into your strongest spoke.** Adding more marketing won't fix a sales or delivery problem. The flat spoke holds the whole wheel back.
- **Never stopping to look at the whole.** Working in the business every day, you never step back to assess the wheel. The assessment is the step most owners skip.
- **Treating vision as a one-time exercise.** Vision and strategy is the hub the other spokes turn on. Set it once and forget it, and everything drifts.

USING THE WHEEL

This isn't a one-time test. The wheel is built to be revisited daily, weekly, monthly, or quarterly, so you keep your situational awareness sharp and your decisions sound as the business changes.

NEXT STEP

Go deeper with a specialist.

A self-assessment shows you the shape of your wheel. It doesn't go deep on any one spoke or tell you exactly what to do about the flat ones. That's the work we do with you.

Growth Discovery Assessment ($5,000). We run all seven spokes with you, score each one, and hand you a prioritized plan: the few moves that raise the value most, and the order to make them. Two weeks.

→ **Book the assessment at fullvaluepotential.com/work-with-us**

Free discovery call. Thirty minutes with Sam to talk through your wheel and where to start.

→ **Book a discovery call at fullvaluepotential.com/discovery-call**

Based on the Full Value Potential Discovery Process Wheel.