

The Structure Scorecard.

MVE

Score each statement from 1 (not true for us) to 5 (fully true). Add up each part out of 20. Your lowest part is where to start.

BUSINESS _____ SCORED BY _____ DATE _____

01 Positioning

SUBTOTAL _____ / 20

- | | | |
|----|---|---------------------|
| 01 | We can say in one sentence what we're known for, and the whole team says it the same way. | (1) (2) (3) (4) (5) |
| 02 | We know exactly who we're for, and who we're not for. | (1) (2) (3) (4) (5) |
| 03 | Our main offer is clearly different from the three alternatives buyers compare us to. | (1) (2) (3) (4) (5) |
| 04 | Our pricing matches the position we claim. | (1) (2) (3) (4) (5) |

02 Brand ecosystem

SUBTOTAL _____ / 20

- | | | |
|----|--|---------------------|
| 05 | Our name, look and language feel like one brand everywhere. | (1) (2) (3) (4) (5) |
| 06 | We tell one clear story about why we exist and where we're going. | (1) (2) (3) (4) (5) |
| 07 | Our proof (results, clients, testimonials, press) is current, specific and easy to find. | (1) (2) (3) (4) (5) |
| 08 | Our brand looks like the calibre of work we actually do. | (1) (2) (3) (4) (5) |

03 Digital experience

SUBTOTAL _____ / 20

- | | | |
|----|--|---------------------|
| 09 | Within five seconds of landing, a visitor understands what we do and who it's for. | (1) (2) (3) (4) (5) |
| 10 | Our website brings in qualified enquiries, not just visits. | (1) (2) (3) (4) (5) |
| 11 | Every page leads the visitor to one clear next step. | (1) (2) (3) (4) (5) |
| 12 | We can see which pages and channels bring in business, and we act on it. | (1) (2) (3) (4) (5) |

04 Customer journey

SUBTOTAL _____ / 20

- | | | |
|----|--|---------------------|
| 13 | We know the path from first contact to signed client, and where people drop off. | (1) (2) (3) (4) (5) |
| 14 | Every enquiry gets a fast, consistent reply that reflects the brand. | (1) (2) (3) (4) (5) |
| 15 | Onboarding feels considered, and clients know what happens next. | (1) (2) (3) (4) (5) |
| 16 | Happy clients bring referrals, repeat work or reviews, and we ask for them on purpose. | (1) (2) (3) (4) (5) |

05 Operating design

SUBTOTAL _____ / 20

- | | | |
|----|--|---------------------|
| 17 | Decisions on marketing, sales and delivery follow the same priorities. | (1) (2) (3) (4) (5) |
| 18 | The business keeps running without the founder in every conversation. | (1) (2) (3) (4) (5) |
| 19 | Everyone knows what to work on, in what order, and why. | (1) (2) (3) (4) (5) |
| 20 | Our tools and systems help the work move instead of slowing it down. | (1) (2) (3) (4) (5) |

Scored it? Reply with your lowest part and I will tell you where I would start. michelle@michellethaneck.com

16–20

Strong. Protect it.

10–15

Working, but it leaks. This part needs a Focused Build.

4–9

A structure problem in disguise. Start with a Structure Review.