



WHAT TO FIX FIRST: STRATEGY SELF-DIAGNOSTIC

***A FAST, NO-FLUFF DIAGNOSTIC TO REVEAL YOUR
BIGGEST STRATEGIC GAPS - AND WHERE TO FOCUS NEXT.***



HOW TO USE THIS QUIZ

This self-diagnostic highlights where your strategy is strong, where it's shaky, and where you need to focus next.

Use it to identify your **Fix First Zone** - the area most likely holding back clarity, momentum, or growth.

DIAGNOSTIC



This self-diagnostic highlights where your strategy is strong, where it's shaky, and where you need to focus next.

For each question, choose the answer that most closely reflects your current reality - not your ideal situation.

Your answers will help identify your **Fix First Zone**: the area most likely creating friction, slowing momentum, or weakening clarity.

Most businesses don't need to fix everything. They need to identify what matters most first.

Remember to pick the answer that feels most accurate - not what you wish were true.

1) Our strategic direction is...

Category: Direction & Focus

- A) Clear, focused, and understood across the business
- B) Mostly clear, though priorities sometimes compete
- C) Frequently unclear or shifting
- D) Reactive, inconsistent, or outdated

2) Our ideal customers are...

Category: Customer & Market

- A) Clearly defined and well understood
- B) Mostly understood, with a few gaps
- C) Too broad or inconsistently targeted
- D) Still largely based on assumptions

3) Our execution rhythm (processes, habits, delivery)...

Category: Execution & Processes

- A) Structured, reliable, and consistent
- B) Mostly functional, with occasional friction
- C) Frequently disorganised or reactive
- D) Chaotic, unclear, or constantly changing

4) Our team's alignment on priorities is...

Category: Team & Alignment

- A) Strong and consistent across the team
- B) Mostly aligned, though communication gaps exist
- C) Frequently inconsistent between people or departments
- D) Unclear, fragmented, or conflicting



5) Our messaging and positioning...

Category: Messaging & Positioning

- A) Clear, distinctive, and easy for customers to understand
- B) Mostly consistent, though some messages feel generic
- C) Inconsistent across channels or audiences
- D) Confusing, unclear, or frequently changing

6) When we hit obstacles...

Category: Execution & Processes

- A) We adapt quickly without losing momentum
- B) We usually recover, though some disruption occurs
- C) Problems often create confusion or delays
- D) We tend to react emotionally and lose direction

7) Our growth plan...

Category: Direction & Focus

- A) Intentional, realistic, and actively guiding decisions
- B) Mostly clear, though execution sometimes drifts
- C) More reactive than strategic
- D) Unclear, outdated, or disconnected from reality

8) Our understanding of customer behaviour...

Category: Customer & Market

- A) Based on strong feedback, patterns, and real insight
- B) Generally informed, though some assumptions remain
- C) Inconsistent or lacking depth
- D) Mostly guesswork or outdated assumptions

9) Team communication...

Category: Team & Alignment

- A) Open, consistent, and effective
- B) Mostly functional, with occasional gaps or misunderstandings
- C) Frequently inconsistent or unclear
- D) Fragmented, reactive, or causing friction

10) Our brand identity...

Category: Messaging & Positioning

- A) Distinctive, consistent, and recognisable
- B) Mostly solid, though not always consistent
- C) Generic, uneven, or unclear
- D) Weak, outdated, or disconnected from the business



Add up points: A = 3, B = 2, C = 1, D = 0.

Category totals:

- Direction & Focus → Q1 + Q7
- Customer & Market → Q2 + Q8
- Execution & Processes → Q3 + Q6
- Team & Alignment → Q4 + Q9
- Messaging & Positioning → Q5 + Q10

Your lowest-scoring category is your Fix First Zone. Your lowest-scoring category is usually not the only issue. It's simply the area most likely creating drag across everything else.

Understanding Your Fix First Zone

Direction & Focus:

Your business may be reacting faster than it's deciding. Priorities compete, focus drifts, and momentum starts getting diluted.

Fix First: Mini Strategy Lab or Quick Insight Sprint

Customer & Market:

Your assumptions may be stronger than your customer insight, which weakens positioning, marketing, and decision-making.

Fix First: Brand Clarity Sprint or Brand Check-In

Execution & Process:

Your business may be relying too heavily on improvisation. Momentum slows when systems, ownership, or priorities stop holding together consistently.

Fix First: Mini Strategy Lab or Quick Insight Sprint

Team & Alignment:

Teams may be busy, but not fully aligned. Priorities, communication, or ownership may be pulling in different directions.

Fix First: Focused Session or Workshop Lite

Messaging & Position:

You're doing good work but saying it badly - which hurts sales.

Fix First: Brand Clarity Sprint or Brand Check-In

NEXT STEPS

Want help fixing your **Fix First Zone?**

Start with a Mini Strategy Lab

*A focused working session to identify what's stuck,
what matters most, and what to tackle first.*

» Book a Mini Strategy Lab «

Need a clearer outside perspective?

*Use a Brand Clarity Sprint or Strategy Review
for structured written feedback and practical next steps.*

» Book a Brand Clarity Sprint or a Quick Insight Sprint «

Dealing with deeper operational or strategic friction?

*A Strategic Troubleshooting Sprint helps uncover root causes,
align priorities, and create a clearer path forward.*

» Explore Strategic Troubleshooting «



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