

# Gottalife Business Health Checklist

*Evaluate. Refocus. Grow.*

## **Is your business positioned for growth - or headed for burnout?**

Use this simple but powerful 2-minute checklist to assess your organization's health across the 7 key areas that determine long-term success.

### **1. Vision & Leadership**

- ☐ Our leadership team shares a clear, compelling vision for the future.
- ☐ We regularly review and realign our mission and goals.
- ☐ Decisions are made based on purpose, not panic.

*Need Clarity?* Gottalife specializes in vision realignment and executive coaching.

### **2. Finances**

- We maintain accurate, up-to-date financial records.
- Our cash flow supports daily operations and long-term growth.
- We have a financial plan that includes risk management and margin.

*Red Flags?* We offer turnaround support and strategic financial reviews.

### **3. Operations**

- ☐ Our systems and workflows are clearly defined and documented.
- ☐ We are using the right tools and platforms for efficiency.
- ☐ We can scale operations without sacrificing quality.

*Struggling with chaos or inefficiency?* We can help streamline operations.

### **4. Branding & Marketing**

- ☐ Our brand message is clear, consistent, and reaching the right audience.
- ☐ We have an effective digital presence (website, social media, etc.).
- ☐ We actively measure marketing results and return on investment (ROI).

*Is your message missing the mark?* Gottalife can help sharpen it.

### **5. Customer Experience**

- ☐ We consistently deliver value to our customers or clients.
- ☐ We have systems in place to gather and respond to feedback.

- ☐ Our service or product quality reflects our brand promise.

*Client retention low?* Time to evaluate your customer journey.

## 6. Innovation & Growth

- ☐ We are actively improving or expanding our offerings.
- ☐ We regularly monitor industry trends and adapt accordingly.
- ☐ Our team is encouraged to think creatively and challenge the status quo.

*Feeling stagnant?* Gottalife helps businesses unlock new growth.

## 7. Team & Culture

- ☐ We have the right people in the right roles.
- ☐ Our team operates with trust, accountability, and shared values.
- ☐ We invest in our people and their development.

*Burnout or turnover issues?* We offer strategic HR and culture coaching.

## Score Yourself:

Count your ✓ checkmarks.

- **18–21:** Healthy & Positioned to Thrive - Let's take it to the next level.
- **12–17:** Growth Potential - Time to tighten and refocus.
- **0–11:** At Risk - Let's talk strategy before deeper issues develop.

## Ready to Grow?

If your checklist reveals blind spots or opportunities for change, **schedule a free discovery call with Gottalife Business Solutions** today. We'll walk through your results and show you how we can help build a sustainable, breakthrough-ready business.

**Schedule My Free Call Now from our [Contact page](#)**

<https://www.gottalife.net/contact-us>

