

The Founder Clarity Assessment

Ten questions to evaluate the structural clarity
behind your company and your leadership.

This is not a scorecard. There is no pass or fail.

These are the questions that surface the gaps between
where your business is and where your leadership
structure needs to be.

Answer honestly. Sit with the discomfort.
Clarity begins there.

01 Strategic Direction

Can you articulate your company's strategic direction for the next three years in two sentences — and would your leadership team say the same thing?

If the answer differs across the team, the business is moving on momentum, not direction. Alignment at the top is non-negotiable for structured growth.

02 Decision Architecture

How many decisions in your business still require you personally? What happens when you are unavailable for a week?

Founder-dependency is the most common structural bottleneck. If the business pauses when you do, the structure is not yet built.

03 Financial Clarity

Do you have a clear view of your unit economics, cash flow runway, and the financial model that supports your growth plan?

Growth without financial architecture is acceleration without brakes. Many founders know revenue but cannot articulate the structure behind profitability.

04 Leadership Capacity

Has your leadership capability evolved at the same pace as your business? Where are you still operating like the founder of a smaller company?

No business can outgrow the leader running it. The skills that built the company are not always the skills that scale it.

05 People Structure

Do you have the right people in the right roles — or are key positions filled by loyalty rather than capability?

Loyalty earned during the early days does not equal structural fitness for the next stage. This is one of the hardest truths in scaling.

06 Market Position

Can you clearly define what makes your company different in the market — in a way your customers would recognise and your competitors cannot easily replicate?

If your differentiation relies on price or effort alone, you are competing on fragility. Durable positioning is structural, not tactical.

07 Operational Dependency

If you stepped away from daily operations for three months, would the business grow, maintain, or decline?

This is the clearest test of whether you have built a company or built a job. The answer determines what kind of work comes next.

08 Founder Energy

Is your current pace sustainable for five more years? Where are you spending energy that no longer matches your highest value as a leader?

Burnout does not announce itself. It compounds. The founder's energy is a finite strategic resource that must be allocated deliberately.

09 Accountability Structure

Who holds you accountable for the quality of your thinking, not just the output of your business?

Most founders are accountable to results but rarely to the clarity of their decision-making. The quality of thinking precedes the quality of outcomes.

10 The Founder You Are Becoming

If your company succeeds fully, who do you need to become to lead it at that stage? What is the gap between that person and who you are today?

This is the question most founders never ask. The business will evolve. The real question is whether you are evolving with it — deliberately.

What Comes Next.

If these questions created discomfort, that is not a problem.
It is a signal.

Most founders carry these gaps quietly. The complexity grows.
The decisions get heavier. The structure lags behind.

Thrive Mentorship exists for founders at this exact moment.

We work privately with a small number of founders to bring
clarity, structure, and discipline to the leadership side of
the business — and to the founder running it.

If this resonated, the next step is a conversation.

REQUEST A CONVERSATION

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