



Strategic Health Check

For Business Leaders, Founders & Managing Directors

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This assessment is designed to give you an honest, structured view of your business's strategic health. It takes approximately 10 minutes to complete. For each statement below, circle or note a score from **1 (strongly disagree)** to **5 (strongly agree)**, based on where your business genuinely stands today — not where you aspire to be.

At the end, total your scores and use the interpretation guide to understand what they mean and what action to consider next.

Scoring guide:

1 = Strongly
Disagree

2 = Disagree

3 = Neutral / Partly True

4 = Agree

5 = Strongly Agree

1

Strategic Clarity

Does your leadership team have a clearly defined and agreed strategy?

We have a written strategy that is clear, current, and agreed by the leadership team.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Our strategy defines where we are going, why, and how we will get there.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

We regularly review our strategy and update it when circumstances change.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Section Total (add scores above):

___ / 15

2

Market Position & Competitive Advantage

Do you understand what sets you apart and where you create the most value?

We have a clear and defensible competitive advantage that we can articulate confidently.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

We know which customer segments we serve best and deliberately focus our efforts there.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

We understand our competitors' strengths and weaknesses and factor this into our decisions.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Section Total (add scores above):

___ / 15

3

Planning & Execution

Do your plans translate into disciplined, measurable action?

We have a practical 12-month plan with clear priorities, owners, and milestones.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

We have a governance rhythm (e.g. monthly reviews) to track progress and adapt.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

We consistently execute on our plans and hold ourselves accountable to delivery.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Section Total (add scores above):

___ / 15

4

Commercial & Revenue Growth

Is your commercial strategy driving consistent, sustainable revenue?

We have a clear go-to-market strategy with defined target markets and a structured sales approach.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Our sales and marketing activity is joined-up, measurable, and focused on the right opportunities.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

We have confidence in our revenue pipeline for the next 3–6 months.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Section Total (add scores above):

___ / 15

5

Decision-Making & Leadership*Are you making decisions from a position of clarity and confidence?*

Our leadership team makes strategic decisions confidently and in a timely manner.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

We use data, insight, and external perspectives to inform important decisions.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

We have the right people, skills, and capacity to deliver on our current priorities.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Section Total (add scores above):

___ / 15

6

Focus & Prioritisation*Are you spending time and energy on the things that matter most?*

We are clear on our top 3–5 priorities and actively protect time to work on them.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

We are good at saying no to activity that does not support our strategic goals.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Section Total (add scores above):

___ / 10

7

Growth Readiness*Is your business positioned and resourced to grow confidently?*

We have a clear picture of what success looks like in the next 12–24 months.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Our business model, processes, and team are ready to scale without breaking.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Section Total (add scores above):

___ / 10

What Your Score Means

35 – 42

Strategically Strong

Solid foundations in place. Focus on maintaining edge and scaling with discipline.

25 – 34

Good Progress

Good overall, with identifiable gaps that could limit growth if left unaddressed.

15 – 24

Development Needed

Several strategic areas need attention before the business can scale confidently.

7 – 14

Urgent Review Required

Significant strategic gaps present. External support is strongly recommended.

Reflection Prompts

Which sections scored lowest?

These are your most important strategic priorities. Focus here first.

Where is the gap between ambition and reality greatest?

This often reveals where you need external challenge, resource, or a clearer plan.

Which of these gaps are within your control to close this year?

Identify 2–3 specific actions you could take in the next 90 days.

Where would an experienced external perspective add the most value?

An independent view often surfaces what proximity prevents you from seeing clearly.

About Corvanta Solutions

Corvanta Solutions provides independent strategic support for founders, managing directors, and leadership teams in SMEs and growth-stage organisations across the UK and Europe. With over 20 years of combined leadership experience, we bring an objective, senior perspective to help you sharpen direction, strengthen decision-making, and translate strategy into focused, practical action — without the cost or commitment of a full-time senior appointment.

Ready to close the gaps?

Book a complimentary 30-minute Strategic Clarity Call with Corvanta Solutions.
No commitment. No sales pitch. Just an honest conversation about your business.

www.corvantasolutions.com[Book Your Free Call →](#)