

FREE OPERATING RESOURCE

The Better-Run Business Scorecard

A practical diagnostic for finding the operating gaps that need attention first.

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Build systems that make your business run better.

How to use this scorecard

Score each statement from 0 to 3. Use evidence from the last four weeks, not what you intend to do.

Score	Meaning
0	Not in place
1	Depends on memory or one person
2	Usually works, but breaks under pressure
3	Clear, visible, and used consistently

Do not chase a perfect total.

Choose the lowest-scoring area that affects customers, cash, or repeated owner time. Improve one part of that system for the next two weeks, then score it again.

Business or team

Review date

1. Business visibility

Can you see the work that needs attention without asking several people?

Statement	0–3	Evidence
Our important work is visible in one agreed place.		
We can see what is open, late, blocked, and complete.		
The owner can understand the week without reading every chat.		

What is the first weakness you can fix?

Owner and review date

2. Lead follow-up

Does every active lead have an owner and a dated next action?

Statement	0-3	Evidence
New enquiries enter a visible queue.		
Each lead has a current stage, owner, and next-action date.		
Overdue follow-up is reviewed every working day.		

What is the first weakness you can fix?

Owner and review date

3. Order and fulfilment flow

Can the team move a normal order from confirmation to delivery without guessing?

Statement	0–3	Evidence
Each order has a clear status and next owner.		
Delivery exceptions sit in a separate visible queue.		
Customers receive consistent updates when plans change.		

What is the first weakness you can fix?

Owner and review date

4. Customer trust

Does the operating experience support the promise made in marketing?

Statement	0–3	Evidence
Price, payment, and delivery information are consistent.		
Customers know how and when they will receive updates.		
Complaints have an owner, response time, and closure record.		

What is the first weakness you can fix?

Owner and review date

5. Team ownership

Can people make routine decisions without sending every uncertainty to the owner?

Statement	0–3	Evidence
Recurring work has a named owner.		
Decision boundaries are written and understood.		
Escalations include the facts and a recommended next action.		

What is the first weakness you can fix?

Owner and review date

6. Weekly numbers

Do the numbers help the team decide what to do next?

Statement	0–3	Evidence
The same small set of operating numbers is reviewed weekly.		
Unusual numbers include a short explanation.		
Each decision has an owner and due date.		

What is the first weakness you can fix?

Owner and review date

7. Technology readiness

Are tools supporting a process the team already understands?

Statement	0–3	Evidence
The trigger, inputs, owner, and definition of done are clear.		
Manual work is reliable before it is automated.		
The team knows what to do when the tool fails.		

What is the first weakness you can fix?

Owner and review date

Your next two-week improvement

Choose one small change. A useful improvement should make ownership, timing, or status easier to see.

The operating problem

The change we will test

Owner, start date, and review date

What evidence will show that it worked?

A better-run business is built one clear system at a time.