

Execution Velocity Audit

Ten statements about how your company actually behaves. Score the team, not the plan.

Score each line 1 to 5. 1 = not true here. 3 = true some of the time. 5 = consistently true, and you could prove it.

THE THREE-QUESTION TEST

01 Every plan currently in flight names the decision it will unlock.

02 We have tested the question by asking somebody for money, not only by researching it.

03 We have said out loud, in the last month, what verdict we are afraid of.

WHO IS IN THE ROOM

04 The people who quietly close things out are recognized and paid like it.

05 Our last three hires were made for finishing, not for potential.

06 Nobody in the company is currently being waited on.

07 The goal that is obvious in my head is written somewhere everyone can read it.

SCALE AND INFRASTRUCTURE

08 We have an honest answer to how big we want this to be — not the investor answer.

09 Our goals are ones somebody could visibly fail to meet.

10 We have built only the infrastructure those goals actually require.

TOTAL out of 50

READING THE SCORE

40–50 Execution is not your constraint. The leak is somewhere else — go and find it there.

28–39 One or two lines are doing most of the damage. Fix those before writing the next plan.

Under 28 You are getting ready. Another document will not change that; an invoice might.

NEXT Work through the framework the audit comes from, section by section, at btdugan.com/reference/guides/execution-over-strategy/
If the score says the constraint is the team and not the plan, that is what I audit for a living.