

The
BUSINESS CLARITY
CHECK-IN



A simple framework to see what
needs attention and where to
focus on next

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WELCOME

Hi there.

Running a small business can feel overwhelming at times. Competing priorities require your attention, decisions need to be made and other life responsibilities play into it as well.

When you're juggling clients, deadlines and everyday demands, it's easy to lose sight of the big picture. And before long, you feel busy without making the progress you want.

The Business Clarity Framework helps you step back and look at your business as a whole.

Instead of focusing on everything at once, you'll identify the areas that are working well, the areas that need attention and where your next best steps lie. This workbook is designed to give you clarity - not another overwhelming to-do list.

Lilly Minnich

ABOUT ME

I work with thoughtful, values-driven small business owners who care deeply about what they do but often feel pulled in too many directions.

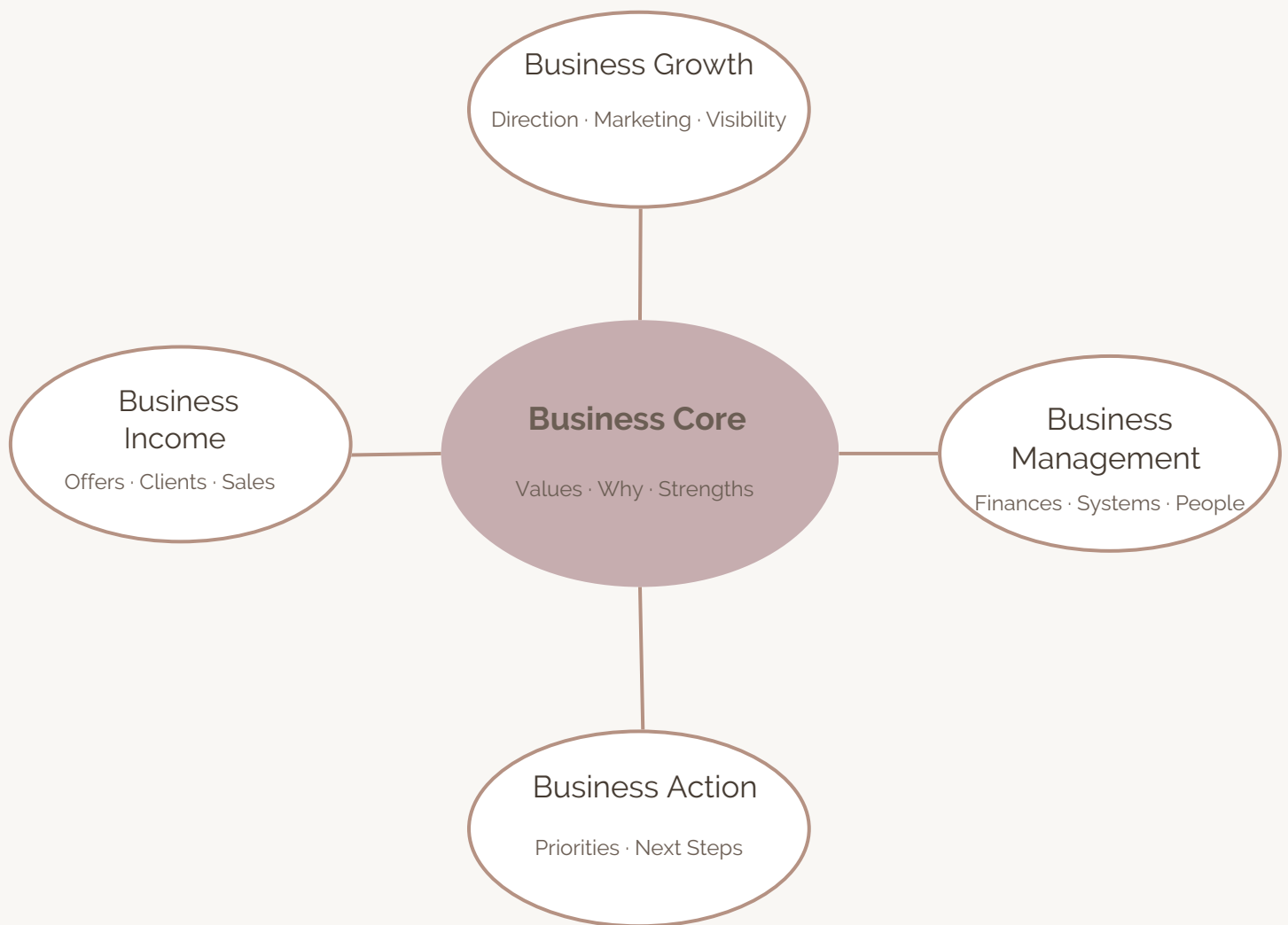
My coaching combines practical business thinking with genuine support to simplify what feels too complex, clarify priorities and create achievable action plans.

I draw on 20+ years of experience in management and coaching across various industries, while continuing to develop my coaching skills through ongoing learning.



Business Clarity Framework

This framework organises your business in a way that creates clarity. Business Core focuses on you as the business owner. Business Income, Management and Growth look at your operations, strategy and outcomes, while Business Action focuses on what needs your attention right now.



BUSINESS CHECK-IN

Rate each statement
1 = Needs attention | 5 = Strong

YOU

- ☐ I know why I am in business.
- ☐ My business reflects my values.
- ☐ I have enough energy to lead my business well.
- ☐ I can leverage my strengths.
- ☐ I am aware of the areas I need support with.

Score: _____ / 25 | 5-10 Needs attention • 11-18 Developing • 19-25 Strong

BUSINESS INCOME

- ☐ I know exactly how my business generates income.
- ☐ I am satisfied with the income I generate.
- ☐ My pricing reflects the value I provide.
- ☐ I have consistent sales opportunities.
- ☐ I know who my ideal clients are.

Score: _____ / 25 | 5-10 Needs attention • 11-18 Developing • 19-25 Strong

BUSINESS MANAGEMENT

- ☐ My business systems save me time.
- ☐ My finances are organised.
- ☐ My administration feels manageable.
- ☐ I have the required skills to manage my business well.
- ☐ I have good processes in place for myself and the team (if applicable).

Score: _____ / 25 | 5-10 Needs attention • 11-18 Developing • 19-25 Strong

BUSINESS GROWTH

- ☐ I know where my business is heading.
- ☐ My branding reflects my business values and products/services.
- ☐ My marketing activities generate consistent new leads.
- ☐ I invest time in networking and/or partnerships.
- ☐ I am confident exploring new ways to attract clients.

Score: _____ / 25 | 5-10 Needs attention • 11-18 Developing • 19-25 Strong

BUSINESS ACTION

- ☐ I know my priorities.
- ☐ I focus on important work.
- ☐ I follow through.
- ☐ I avoid procrastination.
- ☐ I finish what I start.

Score: _____ / 25 | 5-10 Needs attention • 11-18 Developing • 19-25 Strong

REFLECTION

Looking at your results...



01 What area is strongest?

02 What area needs the most attention?

03 What has been taking most of your time recently?

MY TOP 3 PRIORITIES

You don't need to work on everything at once. Looking at your results, choose the three priorities that would make the biggest difference over the next three months.



01 Priority

02 Priority

03 Priority

MY ACTION PLAN

3 small steps

What are three small actions you can take this week?

When will you do them?

What resources or support do you need?



READY FOR MORE CLARITY?

Completing this workbook is a great first step. Sometimes, though, we need someone to help us untangle the ideas in our heads, identify what's truly important and create a practical plan that feels achievable.

That's exactly what I help business owners with:

- Develop your personalised Business Clarity Mind Map
- Identify your biggest opportunities
- Simplify what's feeling overwhelming
- Create clear priorities and practical next steps
- Provide accountability and support in the implementation

If you'd like support turning your ideas and priorities into a clear, personalised plan, I'd love to show you how we can work together.

Click the link below for more information.

[EXPLORE BUSINESS CLARITY COACHING](#)