

— THE COMPLEXITY CHECKLIST

When did your business start being this complicated?

Nine signals founder-led businesses tend to recognise — often long before they can name what's actually causing it.

Most complexity isn't a decision. It's a series of small, reasonable reactions to pressure — one meeting, one approval, one process at a time — that nobody ever stepped back to review. **None of this is a failure, it's what happens under growth.**

TICK ANYTHING THAT RESONATES RIGHT NOW

- ☐ Five people are in the meeting. Two of them speak. Nobody's taking notes.
- ☐ The meeting ends and nobody's actually clear what happens next.
- ☐ Everything needs at least three sign-offs — and still lands back on your desk anyway.
- ☐ The weekly report goes straight in the recycling bin, unread.
- ☐ You couldn't say, right now, where the real pain points or quick wins actually are.
- ☐ Step away for more than 24 hours and the team WhatsApp goes into overdrive.
- ☐ You're the one replying to the Trustpilot review, because everyone else was "too busy" to do it.
- ☐ You couldn't walk a new hire — or an investor — through how something actually gets done, start to finish.
- ☐ There's a nagging sense this shouldn't be this hard, even if you can't quite say why.

IF YOU'VE TICKED THREE OR MORE

That's not a sign you're doing anything wrong — it's a sign it's worth a proper look.

An experienced outside view is often the fastest way to cut through the complexity and start to build a simpler business. If you'd like a no-obligation exploratory chat, you can book time with me here: calendly.com/emma-thebutterflyeffectconsulting/complimentary-advisory-assessment or click the QR code.

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