

The Agency Ops Leak Audit

A 20-point self-assessment. Ten minutes. You'll know exactly where your agency's operations are leaking time, margin, and sanity.

How to score: For each statement, give yourself **0** if it's never true, **1** if it's sometimes true, or **3** if it's true most weeks. Be honest — nobody sees this but you. Add it up at the end.

Handoffs & Delivery

01	Work gets re-explained verbally because nothing is written down at handoff.	0 · 1 · 3
02	A project has stalled this month because nobody knew it was theirs.	0 · 1 · 3
03	Quality depends on <i>which</i> team member a client gets.	0 · 1 · 3
04	Someone has asked “where is that file / brief / login?” this week.	0 · 1 · 3
05	A deliverable went out late because a step was forgotten, not because it was hard.	0 · 1 · 3

The Founder Bottleneck

06	Client work pauses when you're on vacation (or you don't take one).	0 · 1 · 3
07	You are the only person who knows the full status of every project.	0 · 1 · 3
08	Your team waits on your approval for things under \$200 in consequence.	0 · 1 · 3
09	You find out something is late when the client tells you.	0 · 1 · 3
10	You've answered the same internal question more than twice this month.	0 · 1 · 3

Repetitive Work & Automation

11	Client onboarding is rebuilt from scratch (or memory) each time.	0 · 1 · 3
12	Reports are assembled by hand by copy-pasting between tools.	0 · 1 · 3
13	Someone manually moves information between two systems weekly.	0 · 1 · 3
14	Invoicing, reminders, or follow-ups sometimes just don't happen.	0 · 1 · 3
15	Your team does work a checklist-plus-automation could do.	0 · 1 · 3

Capacity & Growth

16	You've turned down (or slow-walked) work because the team couldn't absorb it.	0 · 1 · 3
17	Adding one new client noticeably destabilizes existing accounts.	0 · 1 · 3
18	Hiring feels scary because training lives in people's heads.	0 · 1 · 3
19	Your team works late to keep up — and it's normal now.	0 · 1 · 3
20	You can't see this week's true team capacity without asking around.	0 · 1 · 3

YOUR TOTAL: _____

Turn the page to see what your score means →

What the number means

0–15

Tight ship

Your ops can hold more weight than you're carrying. Growth is a sales problem, not a systems problem. Re-run this audit after your next growth spurt.

16–34

Slow leak

You're losing roughly half a day to a full day of team capacity per week. Annoying now — expensive at your next size up. Fix the top three items you scored as a 3 before adding clients.

35–54

Active leak

This is where most agencies land. Roughly a day-plus per person per week is escaping through handoffs, chasing, and rework — and your clients are starting to feel the seams. The fixes are known and boring: documented handoffs, one source of truth, automation on the repetitive 30%.

55+

Structural

Your agency runs on willpower. The good news: this is the score where fixing ops produces the most dramatic, visible change — usually within 60 days.

Do this next (whatever you scored)

- 1. Circle every item you scored a 3.** That's your leak map. Most agencies have a cluster — handoffs OR founder-bottleneck — not an even spread.
- 2. Pick the one that costs the most hours** and write a one-page “definition of done” for it: who does it, what “ready” means, where it lives.
- 3. Re-run this audit in 90 days.** The score should drop. If it doesn't, the problem is structural — the system, not the people.

Scored over 35? That's fixable — and it's exactly what I do. I build the systems, automations, and teams that let agencies take on more without things falling apart.

Book a free 30-minute discovery call — no pitch, just an honest read on what to fix first.
dianagrobelyny.com/book