

## **StraightForward Financial Signal Clarity Scorecard™**

A diagnostic assessment for business owners and leadership teams to evaluate clarity, alignment, decision confidence, and operational visibility.

Many businesses are not suffering from a lack of effort — they're suffering from unclear signals. When visibility declines, leaders become reactive instead of strategic. Teams drift into misalignment. Stress increases. Decision-making slows down. This scorecard is designed to help identify where uncertainty, communication gaps, and reactive patterns may be quietly impacting your business.

### **Instructions:**

Rate each statement from 1–5.

- 1** = Strongly Disagree
- 2** = Disagree
- 3** = Neutral / Unsure
- 4** = Agree
- 5** = Strongly Agree

#	Assessment Statement	Score (1–5)
1	I know which financial metrics matter most in our business right now.	
2	Our leadership team operates from a shared understanding of company priorities.	
3	We identify cash flow risks before they become urgent problems.	
4	Important business decisions are made proactively rather than reactively.	
5	I feel confident explaining our financial position without relying on reports in front of me.	
6	Operational issues are usually identified before they become emergencies.	
7	Our KPIs help drive decisions — not just track activity.	
8	Different departments inside the business are aligned around the same goals.	
9	Financial expectations are communicated clearly throughout the organization.	
10	I trust the accuracy and timeliness of our financial information.	

11	Uncertainty about the business rarely causes hesitation in decision-making.	
12	I feel more in control of the business today than I did 12 months ago.	
13	Our growth strategy is supported by clear financial visibility.	
14	We rarely delay difficult conversations because of uncertainty or incomplete information.	
15	The business feels increasingly manageable as it grows.	

## Scoring Interpretation

### **60–75 | Clear Signals**

Your business is likely to operate with strong visibility, healthy alignment, and proactive decision-making discipline.

### **40–59 | Moderate Signal Distortion**

There may be hidden uncertainty, communication gaps, or reactive decision patterns slowing execution and increasing stress.

### **Under 40 | High Reactive Risk**

Your business may be operating from incomplete visibility, inconsistent alignment, or elevated uncertainty that is affecting confidence, control, and long-term decision quality.

At *StraightForward* Financial Insights, we believe financial leadership should do more than produce reports. It should reduce uncertainty. The goal is not simply more data — it's clearer signals, better decisions, and greater control!

Ready to learn more about how we add value to the companies we work with?  
Call *StraightForward*...today! (414) 301-9696