



# IT Founders: Is Your Growth Real... or Just Hope? (The 5-Minute Growth Reality Test)

Find out if your business is actually set up to grow—or just reacting to what comes in—without building complex forecasts.

## INSTRUCTIONS

This takes 3–5 minutes. Read each statement and answer: **Yes / No / Not Sure**

You're not predicting growth.  
You're checking if it's actually predictable.

### 1. Pipeline Visibility

1. I know what deals are likely to close this month
2. We track opportunities consistently
3. Sales isn't based on "we'll figure it out"
4. I can estimate future revenue with confidence

### 2. Revenue Predictability

1. We have recurring or repeatable revenue streams
2. Revenue doesn't swing wildly month to month
3. Growth doesn't depend on one or two deals
4. We're not constantly starting from zero

### 3. Sales Process

1. We have a defined way of generating new business
2. Leads don't come randomly
3. We follow up consistently
4. We're not relying on referrals alone

### 4. Decision Clarity

1. I know when it's time to invest or hold
2. Growth decisions feel calculated—not reactive
3. I'm not guessing when to scale
4. I trust the direction of the business

### 5. Founder Position

1. I'm not carrying the entire growth effort myself
2. The business doesn't stall if I step back
3. Growth feels structured—not chaotic
4. I'm leading the business—not chasing it

| YES | NO | NOT SURE |
|-----|----|----------|
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## Why this is Important

Most businesses don't fail because they don't grow. They fail because growth is unpredictable. And unpredictable growth creates:

1. bad hiring decisions
2. cash pressure
3. constant stress

This is how you move from:

"We hope we grow..." to "We know how we grow."

## If your growth feels uncertain...

Let's make it make sense.  
Book a quick call and we'll break it down.

<https://www.alzaelevate.com/>