The “Why Is Cash Tight?” Checklist: For IT Services & Digital Transformation Founders

Find out why your cash feels tight—even if revenue is growing—without hiring a finance team.

INSTRUCTIONS

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

You’re not judging your business. You’re identifying where cash pressure is quietly building. Every “Yes” or “Not Sure” is a clue.

	YES	NO	NOT SURE
Pricing & Estimation			
1. You quote projects based mostly on experience—not a consistent cost structure.			
2. You rarely review whether estimated hours matched actual hours.			
3. You’ve had at least one project recently where you thought, “That should’ve made more money.”			
Scope & Delivery			
1. Scope changes are discussed verbally but not always re-priced.			
2. Your team sometimes delivers extra work to “keep the client happy.”			
3. Projects occasionally run longer than planned.			
Billing & Timing			
1. Invoices don’t always go out immediately after milestones.			
2. Clients control payment timing more than you do.			
3. You don’t require deposits or structured payment schedules on every deal.			
Hiring & Growth			
1. You’ve hesitated to hire because you’re unsure if cash can support it.			
2. You’ve taken on new work while quietly wondering if it will strain cash flow.			
Visibility & Control			
1. You can’t confidently say which recent projects were most profitable.			
2. Your bank balance influences decisions more than structured financial visibility.			
3. Growth feels stressful—even though sales are steady.			

What Your Results Mean

1. **0–3 “Yes” answers:** Cash pressure may be situational—but still worth tightening.
2. **4–7 “Yes” answers:** Your business is growing faster than your financial structure.
3. **8+ “Yes” answers:** Cash isn’t tight because of revenue.

It’s tight because of structure.
And structure is fixable.

Why This Is Important

Most IT services companies don’t struggle because of low sales. They struggle because:

1. Pricing isn’t structured.
2. Scope isn’t controlled.
3. Billing timing lags delivery.
4. Decisions rely on bank balance instead of clarity.

Cash pressure is usually a systems issue—not a revenue issue. The sooner you see it, the cheaper it is to fix.

If this checklist raised questions, let’s simplify it.

Book a free 15-minute Financial Clarity Review and we’ll identify the 1–2 structural fixes that would immediately relieve pressure.

Book Your Free Clarity Call:

https://www.alzaelevate.com/