



# IT Founders: What's Actually Slowing Down Your Growth Right Now? (The 5-Minute Bottleneck Finder)

Identify what's holding your business back—even if you're generating leads and closing deals— **without guessing or chasing random fixes.**

## INSTRUCTIONS

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

You're not fixing anything yet.  
You're identifying where growth is getting stuck.  
Every **"No"** or **"Not Sure"** points to a potential bottleneck.

	YES	NO	NOT SURE
<b>1. Lead Flow &amp; Demand</b> <ol style="list-style-type: none"> <li>We consistently generate enough leads to support our growth goals</li> <li>Lead flow is predictable—not random or inconsistent</li> <li>We're not relying on referrals as our primary growth source</li> <li>We know exactly where our next clients are coming from</li> </ol>			
<b>2. Sales Conversion</b> <ol style="list-style-type: none"> <li>We convert a healthy percentage of leads into paying clients</li> <li>Our sales process is clear and repeatable</li> <li>We're not losing deals due to confusion or lack of structure</li> <li>We can identify why deals are won or lost</li> </ol>			
<b>3. Delivery Capacity</b> <ol style="list-style-type: none"> <li>Our team can handle current demand without delays or stress</li> <li>We're not turning down work due to lack of capacity</li> <li>Delivery is consistent—not rushed or reactive</li> <li>Growth doesn't immediately create operational strain</li> </ol>			
<b>4. Team &amp; Execution</b> <ol style="list-style-type: none"> <li>The team executes without needing constant direction</li> <li>Responsibilities are clearly defined and owned</li> <li>I'm not the bottleneck for execution</li> <li>Things get done without me having to follow up repeatedly</li> </ol>			
<b>5. Direction &amp; Focus</b> <ol style="list-style-type: none"> <li>I know what the biggest constraint in the business is right now</li> <li>We're focused on fixing the right problems—not guessing</li> <li>Growth efforts feel strategic—not scattered</li> <li>I'm confident in what we should be doing next</li> </ol>			

## SCORING

## Why this is Important

If you answered:

- Mostly Yes** → Your bottlenecks are under control
- Mostly No / Not Sure** → You likely have 1–2 hidden constraints slowing everything down

Most IT founders don't have a growth problem. They have a bottleneck problem. One thing is slowing everything down:

- Not enough leads
- Weak conversion
- Delivery issues
- Team dependency
- Lack of direction

And until you identify it, you'll keep throwing time and effort at the wrong problem. Growth doesn't come from doing more. It comes from fixing what's actually in the way.

**If you're not 100% sure where your bottleneck is, that's the first problem to solve.**

**Book a Free Growth Clarity Session:**

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

We'll pinpoint what's slowing you down—and what to fix first.  
No pressure. Just clarity.