

S.M.I.L.E.S.™

Strategic Scale Snapshot™

Business Assessment Workbook

A quick diagnostic to identify the first constraint blocking your next stage of growth.



Use this Snapshot to score the six scale factors, locate the first constraint, and choose the first useful strategic move.



What this Snapshot includes

This Snapshot gives you a real first win toward scaling your business: you will know where scale is most likely breaking first.

1**S.M.I.L.E.S. Snapshot Guide**

Explains the framework and why Information and Leadership are the two control centers.

2**Scale Constraint Scorecard™**

Scores the six scale factors from 3 to 15.

3**Demand vs. Delivery Map™**

Shows the scale condition your business is operating in.

4**First Scale Move Finder™**

Turns the lowest score into one practical next move.

5**Strategic Scale Breakdown Video**

Walkthrough video link and QR code.

How This Helps You

This tool helps you identify your exact next step to scale your business by helping you think about your business in a multidimensional way instead of reducing growth to only “more marketing” or “more systems.”

Every business runs on S.M.I.L.E.S.

Whether they realize it... or not.

The question is whether these areas are maximized, coordinated, and ready for the next stage of growth.

S · M · I · L · E · S™



**S.M.I.L.E.S. is not “one more business category.”
It is a way to see what is really controlling growth, pressure, execution, and scale.**

Why businesses can still feel like a M.E.S.S.

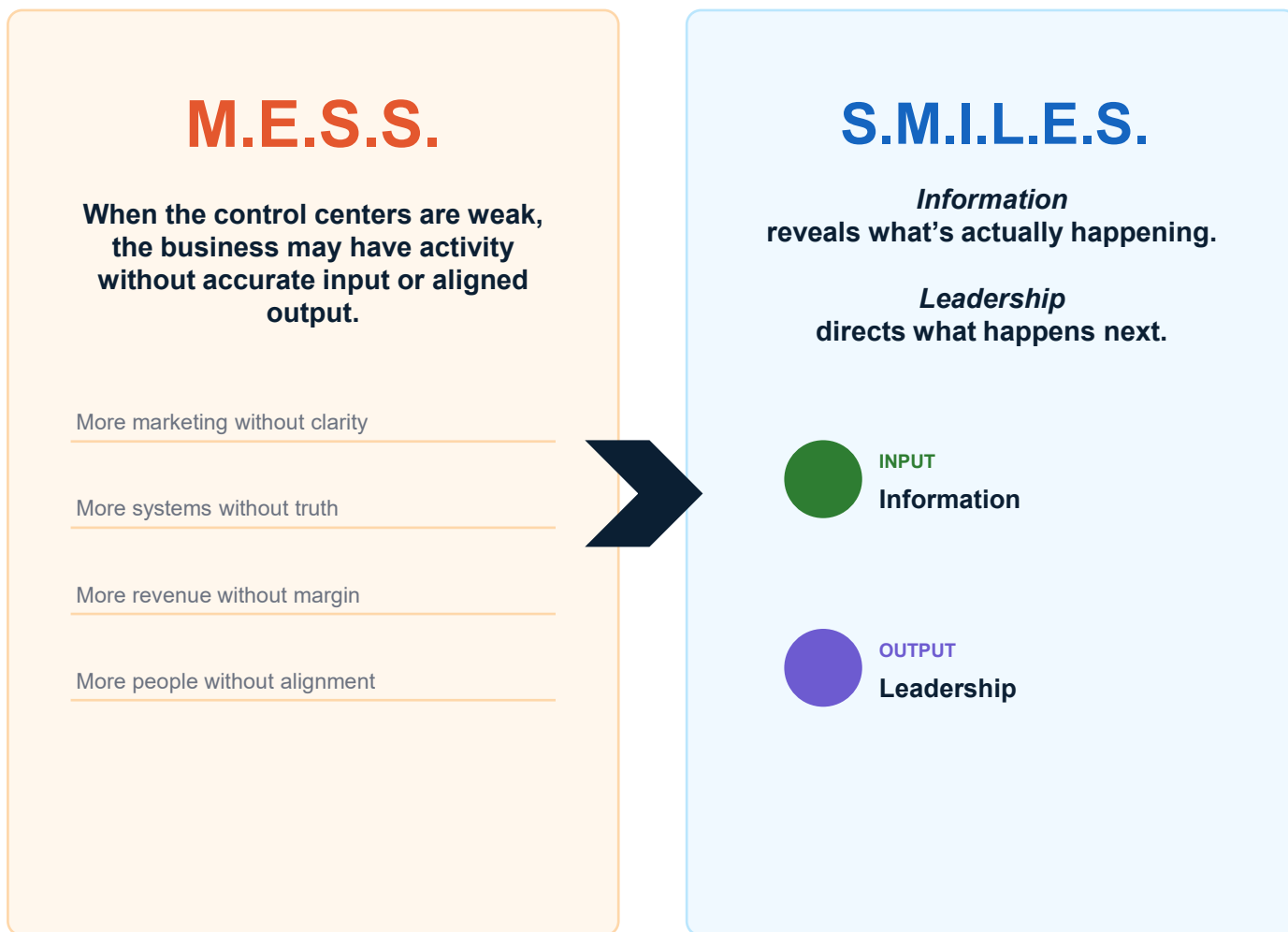
Most businesses try to build the obvious parts:
Marketing, Economics, Systems, and Scalability.

But without the right **Information** and **Leadership**, those pieces still feel like a **M.E.S.S.**

S.M.I.L.E.S. adds the two missing control centers.

Information is input. It reveals what is actually happening.

Leadership is output. It directs what happens next.



The Scorecard helps identify which part of the business may be limiting growth right now — and which kind of strategic move should come first.



How to use the Scorecard

Rate each statement from 1 to 5. Then add each section's three scores together.

Score	Meaning
1	Not true / not in place
2	Weak or inconsistent
3	Partially true
4	Mostly true
5	Strong, reliable, and repeatable

Each S.M.I.L.E.S. area has a score between 3 and 15.

Quick interpretation lens

12–15 Strong	9–11 Developing	6–8 Constraint	3–5 Bottleneck
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You can circle, write, or type directly into the blank score spaces.



S — Systems

S Systems

Systems measure whether the business can operate consistently without everything depending on the owner, human memory, individual personality, or improvisation.

Scorecard

Circle, write, or type directly into the blank score spaces.

Statement	Score 1–5
Core procedures are documented clearly enough that someone else can follow them.	_____
Delivery quality is consistent without constant owner correction or personal involvement.	_____
Recurring work can be delegated, repeated, or onboarded without creating confusion.	_____

Systems Total: _____ / 15

Systems interpretation

Score Range	Interpretation
12–15: Strong Systems	The business has repeatable operating structure.
9–11: Developing Systems	Some systems exist, but consistency may still depend too much on key people.
6–8: Systems Constraint	The business may be growing faster than its procedures, workflows, or documentation.
3–5: Systems Bottleneck	The business likely depends too heavily on the owner, memory, or informal process.

12–15

9–11

6–8

3–5



M — Marketing

M Marketing

Marketing measures whether the business can consistently attract and convert the right people.

Scorecard

Circle, write, or type directly into the blank score spaces.

Statement	Score 1–5
The business has a clearly defined best-fit audience and urgent problem.	_____
There is a predictable way to generate qualified interest, traffic, leads, or opportunities.	_____
The business has a clear conversion process that turns interest into sales, calls, clients, or customers.	_____

Marketing Total: _____ / 15

Marketing interpretation

Score Range	Interpretation
12–15: Strong Marketing	The business has reliable demand creation and conversion.
9–11: Developing Marketing	The business can attract interest, but predictability or conversion may be inconsistent.
6–8: Marketing Constraint	The business may have value, but the right people are not consistently finding, understanding, trusting, or choosing it.
3–5: Marketing Bottleneck	Growth is likely being limited by weak demand, unclear positioning, or inconsistent lead flow.

12–15

9–11

6–8

3–5



I — Information



Information

Information is the input center. It determines what the leader can see, measure, evaluate, and act on.

Scorecard

Circle, write, or type directly into the blank score spaces.

Statement	Score 1–5
The business tracks the right numbers across leads, conversion, delivery, economics, and capacity.	_____
The leader can clearly see where work leaks, stalls, repeats, or creates unnecessary pressure.	_____
Decisions are made from current information, not mostly from instinct, assumption, or urgency.	_____

Information Total: _____ / 15

Information interpretation

Score Range	Interpretation
12–15: Strong Information	The business has useful visibility and decision input.
9–11: Developing Information	Some numbers or signals are visible, but decision clarity may still be uneven.
6–8: Information Constraint	The business may be trying to grow without enough useful feedback, data, or operational truth.
3–5: Information Bottleneck	The leader is likely making important decisions without reliable input.

12–15

9–11

6–8

3–5



L — Leadership

L Leadership

Leadership is the output center. It determines how information becomes direction, decisions, delegation, communication, accountability, and execution. This is where Powernality™ becomes essential.

Scorecard

Circle, write, or type directly into the blank score spaces.

Statement	Score 1–5
Decisions, priorities, ownership, and next steps are clear to the people responsible for execution.	_____
Delegation and accountability happen without the owner constantly chasing, correcting, or rescuing.	_____
The leader and team are operating in ways that fit their natural strengths, communication patterns, and decision styles.	_____

Leadership Total: _____ / 15

Leadership interpretation

Score Range	Interpretation
12–15: Strong Leadership	Direction, delegation, and execution are aligned.
9–11: Developing Leadership	The business has leadership strength, but some communication, delegation, or role-fit issues may remain.
6–8: Leadership Constraint	The business may not be lacking talent. It may be suffering from misalignment, unclear authority, or mismatched operating styles.
3–5: Leadership Bottleneck	The leader, team, or decision process is likely slowing execution.

12–15

9–11

6–8

3–5



E — Economics

E Economics

Economics measures whether the business’s financial model actually supports profitable growth.

Scorecard

Circle, write, or type directly into the blank score spaces.

Statement	Score 1–5
Pricing, margins, cost structure, and capacity support the level of growth being pursued.	_____
The leader can clearly see which offers, customers, services, or products create the strongest return.	_____
The business actively improves profit levers such as average transaction value, repeat buying, referrals, pricing, or cost control.	_____

Economics Total: ____ / 15

Economics interpretation

Score Range	Interpretation
12–15: Strong Economics	The business model supports profitable growth.
9–11: Developing Economics	The business has economic potential, but some pricing, margin, cash-flow, or capacity issues need attention.
6–8: Economics Constraint	The business may be growing in ways that look good but do not create enough profit, cash flow, or leverage.
3–5: Economics Bottleneck	More revenue may not solve the real problem. The money model needs strategic attention.

12–15

9–11

6–8

3–5



S — Scalability

S Scalability

Scalability measures whether the business can multiply results without simply multiplying pressure, complexity, hours, or owner involvement.

Scorecard

Circle, write, or type directly into the blank score spaces.

Statement	Score 1–5
Growth can happen without requiring equal increases in owner time, stress, or direct involvement.	_____
The business has at least one clear multiplication lane: people, process, platform, partnership, profit, licensing, automation, authority, repeat buying, or referrals.	_____
Quality, customer experience, and delivery can hold as volume increases.	_____

Scalability Total: _____ / 15

Scalability interpretation

Score Range	Interpretation
12–15: Strong Scalability	The business has a real path to multiply.
9–11: Developing Scalability	The business can grow, but the multiplication model may still need refinement.
6–8: Scalability Constraint	The business may be growing through effort rather than leverage.
3–5: Scalability Bottleneck	The business likely cannot scale without redesigning how results are produced, delivered, or multiplied.

12–15

9–11

6–8

3–5

Your S.M.I.L.E.S. Snapshot



Fill in your totals. Your lowest-scoring area is probably your First Scale Constraint.

Write or type directly into the blank score spaces.

S.M.I.L.E.S. Area	Score
S — Systems	___ / 15
M — Marketing	___ / 15
I — Information	___ / 15
L — Leadership	___ / 15
E — Economics	___ / 15
S — Scalability	___ / 15

Step 1: Identify your lowest score

My First Scale Constraint appears to be:

If there is a tie

Choose the area that creates the most pressure, keeps showing up, and would create the most relief over the next 90 days.



Tie-Breaker Check

Use this page when **two or more S.M.I.L.E.S. areas have the same** lowest score. Choose whichever of the two SMILES areas that answers “yes” to the most of these:

Write or type directly into the blank score spaces.

Tie-Breaker Check	Yes / No
This area creates the most pressure right now.	_____
This area keeps showing up again and again.	_____
This area would create the most relief if improved over the next 90 days.	_____

The best first move is not always the most obvious move, sometimes you have to break a tie.

Look for the constraint that produces recurring pressure and would unlock the most relief, speed, or strategic clarity.



Pressure



Pattern

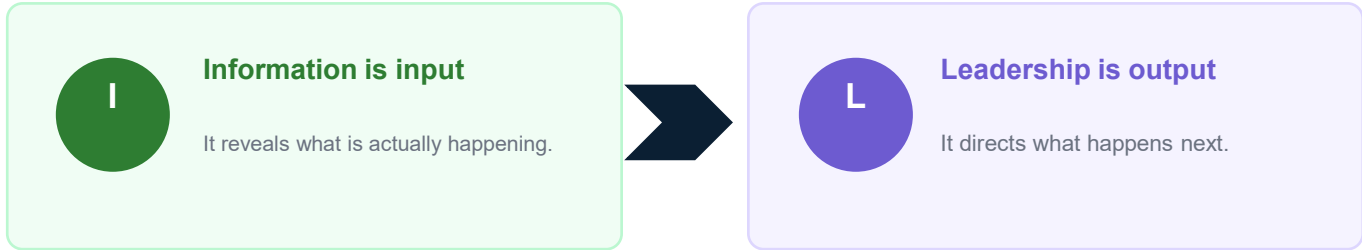


Relief



Control Center Check

Because Information and Leadership sit at the center of S.M.I.L.E.S., they deserve a separate check.



Write or type directly into the blank score spaces.

Area	Score
Information	_____
Leadership	_____
Control Center Score	_____ / 30

Control Center interpretation

Score Range	Interpretation
24–30: Strong Control Center	The business has useful input and strong leadership output.
18–23: Developing Control Center	There is some clarity and direction, but decisions, communication, or execution may still be uneven.
12–17: Control Center Constraint	The business may be reacting more than leading.
6–11: Control Center Bottleneck	Even if other areas improve, weak information or misaligned leadership may keep the business stuck.



Demand vs. Delivery Map™

Now use the scores to place the business on the map.

Write or type directly into the blank score spaces.

Demand Strength

Demand is not just leads. It is qualified interest, conversion, pricing, margin, value, and monetization.
Demand Strength measures whether the business can attract, convert, and monetize the right opportunities.

Marketing Score: _____

Economics Score: _____

Demand Strength Total: _____ / 30

Delivery Readiness

Delivery is not just fulfillment. It is repeatability, delegation, capacity, consistency, and the ability to grow without breaking.
Delivery Readiness measures whether the business can fulfill, delegate, repeat, and multiply without breaking.

Systems Score: _____

Scalability Score: _____

Delivery Readiness Total: _____ / 30

Rating

22–30

Strong

17–21

Mixed

6–16

Weak

NOTE: If Your Result Is Mixed...

Mixed does **not** mean inconclusive. It means the business is close to tipping in one direction or another.

My Demand Strength is: Weak / Mixed / Strong

My Delivery Readiness is: Weak / Mixed / Strong

NEXT:
 use the Demand Strength and Delivery Readiness ratings to locate the current scale condition.



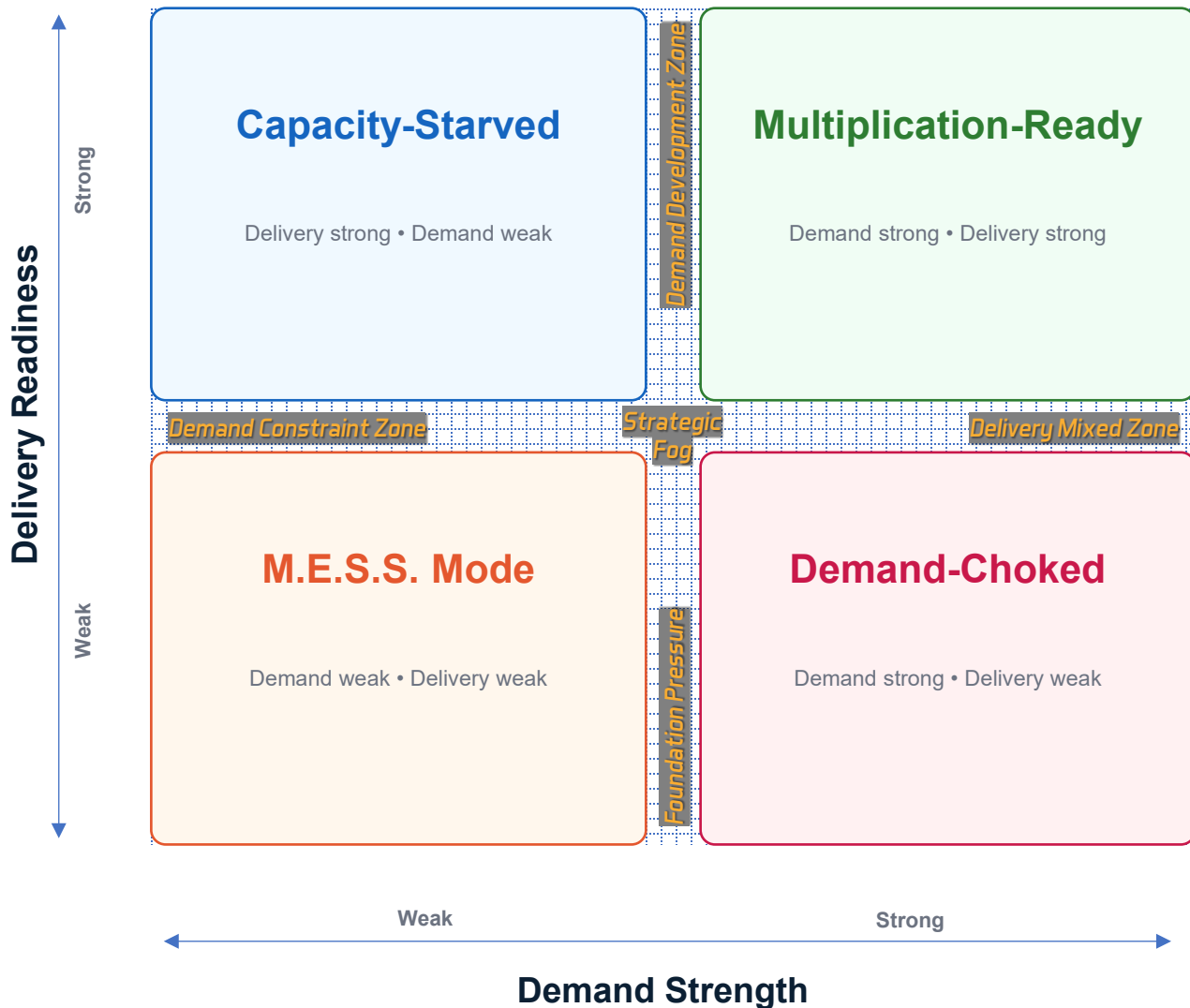
Demand vs. Delivery Result

Use the map to describe the business’s current scale condition.

(Circle or highlight the quadrant below, based on the previous page’s findings.)

Demand Strength Total: ____ / 30

Delivery Readiness Total: ____ / 30



Mixed Result: If **Demand** or **Delivery** lands in the mixed range, do not force the result into a quadrant. Use the Demand vs. Delivery Map to identify the business condition, then use the lowest individual S.M.I.L.E.S. score to identify the first strategic constraint. If Information or Leadership is lowest, treat the **Control Center** as the priority before scaling activity.



Demand vs. Delivery meanings

Capacity-Starved

Delivery is strong but demand is weak. The business may be capable of serving more, but the market is not consistently feeding it.

Likely next step:

Marketing & Authority Intensive

Multiplication-Ready

Demand is strong and delivery is strong. The business may be ready to multiply through people, process, platform, partnership, licensing, automation, authority, repeat buying, or referrals.

Likely next step:

Strategic Scale Intensive

M.E.S.S. Mode

Demand is weak and delivery is weak. The business may be trying to scale before the foundation is stable.

Likely next step:

Strategic Stabilization Intensive

Demand-Choked

Demand is strong but delivery is weak. Opportunity is being attracted, but capacity or systems cannot fully absorb it.

Likely next step:

Systems & Scale Intensive

This map is not the full roadmap. It shows which kind of strategic sequence should come first.

MIXED ZONE meanings

(ONLY USE THIS PAGE IF THERE ARE ANY MIXED RESULTS)

Mixed Results Guideline: Identify which side is mixed: Demand, Delivery, or both. Look at the individual scores that created the mixed result. The lowest individual score points to the first strategic focus. If Information or Leadership is below 9, or if the Control Center Score is below 18, prioritize the Control Center first. If there is still a tie, choose the area creating the most pressure over the next 90 days.

Demand Mixed + Delivery Weak Foundation Pressure

The business has delivery problems, but demand is not fully clear either. The issue may be that the business is trying to grow before the delivery engine is stable enough.

DIY next step: look at Systems and Scalability. Whichever is lower becomes the first focus.

Demand Mixed + Delivery Strong Demand-Development Zone

The business may be able to serve more, but demand is not yet consistent or profitable enough.

DIY next step: look at Marketing and Economics. Whichever is lower becomes the first focus.

Demand Strong + Delivery Mixed Delivery-Risk Zone

The business has market opportunity, but delivery may be close to breaking under pressure.

DIY next step: look at Systems and Scalability. Whichever is lower becomes the first focus.

Demand Weak + Delivery Mixed Demand Constraint Zone

The business may have some delivery capability, but demand is not strong enough to justify aggressive scaling yet.

DIY next step: look at Marketing and Economics. Whichever is lower becomes the first focus.

Demand Mixed + Delivery Mixed Strategic Fog

Nothing is completely broken, but nothing is clearly strong enough either. This is the classic “we are busy, but not sure what is actually working” condition.

DIY next step: compare all six S.M.I.L.E.S. scores. The lowest score becomes the first constraint. If Information or Leadership is low, start there.

Mixed results usually mean the business is not clearly broken in one obvious area. The constraint may be hidden in the relationship between areas. You can use the lowest S.M.I.L.E.S. score to choose a first move, but a certified advisor can help interpret the pattern and identify the right sequence.



First Scale Move: Systems

IMPORTANT: Do NOT complete every move right now.

Choose **ONLY THE ONE** move connected to your lowest S.M.I.L.E.S. score. (If your Control Center Score is below 18, begin with Information or Leadership first.)

S Systems

First Scale Move

Choose one recurring process that currently depends on memory, personality, or owner involvement.

Write:

Trigger: When does this process begin?

Steps: What actually happens?

Standard: What does "done right" mean?

Owner dependency: Where does this still require the owner?

Transfer point: What would someone else need in order to do it?

Why this matters

If excellence cannot be transferred, growth keeps returning to the owner.



First Scale Move: Marketing

M Marketing

First Scale Move

Clarify one audience, one problem, and one offer.

Write:

Best-fit audience: Who is most likely to value this now?

Urgent problem: What are they trying to solve, avoid, or improve?

Primary promise: What result or relief does the offer create?

Proof: Why should they trust this?

Next action: What should they do first?

Why this matters

Weak marketing is often not a visibility problem. It is a clarity problem.



First Scale Move: Information

I Information

First Scale Move

Choose three signals that would help the leader make better decisions.

Write:

Demand signal: What tells us the market is responding?

Delivery signal: What tells us delivery is working or breaking?

Economic signal: What tells us growth is actually profitable?

Why this matters

Better input creates better decisions. Poor input creates strategic guessing.



First Scale Move: Leadership

L Leadership

First Scale Move

Identify one place where direction, delegation, communication, or role-fit is slowing execution.

Write:

Where execution slows:

Who is involved:

What is unclear: decision / owner / priority / standard / communication / authority

What operating style conflict may exist:

What needs to be clarified first:

Why this matters

Scale fails when leadership output does not match the business's next-stage needs. This is where Pownality Assessment and SUPERPOWRD™ Leadership can become a powerful next step.



First Scale Move: Economics

E Economics

First Scale Move

Review one offer, price point, margin, or cost issue that may be making growth harder than it looks.

Write:

Offer or revenue stream:

Current price:

Primary cost or time requirement:

Margin concern:

What may need to change: pricing / packaging / delivery / cost / volume / customer type

Why this matters

More revenue does not automatically create a stronger business.



First Scale Move: Scalability

S Scalability

First Scale Move

Choose one multiplication lane.

Check Only One Box:

- | | |
|---|---|
| <input type="checkbox"/> People — hiring, delegation, leadership, team | <input type="checkbox"/> Process — SOPs, repeatable workflows, quality standards |
| <input type="checkbox"/> Platform — course, community, software, content engine | <input type="checkbox"/> Partnership — channels, affiliates, referral partners, strategic alliances, fusion partners, and joint ventures. |
| <input type="checkbox"/> Licensing — certified providers, resellers, locations, brand use | <input type="checkbox"/> Automation — tools, workflows, AI, repeatable execution |
| <input type="checkbox"/> Authority — media, speaking, publishing, reputation | <input type="checkbox"/> Repeat buying / referrals — more value from existing buyers |

Write your chosen multiplication lane:

Why this matters

If every new result requires equal new effort, the business is growing but not scaling.



Recommended Next Step Logic

Now that you see what your Snapshot has revealed, use the chart below to see what your next step is and, based on your results, the recommended track.

Lowest Score	Recommended Track	Focus
Systems	Systems & Scale Intensive	repeatability, SOPs, delivery structure, delegation, automation readiness
Marketing	Marketing & Authority Intensive	audience, message, offer, positioning, authority, lead flow, conversion
Information	Strategic Clarity Intensive	metrics, decision signals, business visibility, leakage, reporting, priorities
Leadership	Pownality Leadership Intensive	leader style, team alignment, communication, delegation, role-fit, execution
Economics	Economic Model Intensive	pricing, margins, offer structure, cash flow, profit levers, value model
Scalability	Strategic Scale Intensive	multiplication model, growth sequence, scale lane, leverage, next-stage roadmap

CIRCLE or highlight whichever row matches your lowest score to see your needed focus and recommended track.

Control Center override

If the **combined Information + Leadership** Control Center Score is below 18, the recommended first step should be:

Strategic Clarity & Leadership Intensive — because poor input and weak output will keep the business reactive no matter which other dimension you work on.



Final Result Page

Your S.M.I.L.E.S. Snapshot

Primary Scale Constraint: _____

Control Center Score: _____ / 30

Demand Strength: _____ / 30

Delivery Readiness: _____ / 30

Demand vs. Delivery Position: **M.E.S.S. Mode / Demand-Choked / Capacity-Starved / Multiplication-Ready / Mixed**

Your First Scale Move: _____

Recommended Intensive Track: _____

Control Center Override: **Yes / No**

(If your Control Center Score is below 18, begin there before pursuing aggressive scale.)

This Snapshot is not the full roadmap. It shows where scale may be breaking first.

Closing + Video Placeholder

The next step is to interpret the result, clarify the sequence, and build the right strategic path for the business, the leader, the team, and the next stage of growth.

Watch The Strategic Scale Breakdown Video



SUPERPOWRD.com/smiles

Schedule An Advisor Session

Bring your Snapshot into a Certified S.M.I.L.E.S. / Strategic Scale Advisor Session to turn this result into a personalized practical roadmap.



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1-800-691-2Win

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Find the constraint before spending another quarter solving symptoms.

START WITH THE SNAPSHOT, FOLLOW UP WITH AN ADVISOR.

S · M · I · L · E · STM