

THE FIVE CONDITIONS ASSESSMENT: A TOOL FOR SMARTER, PREDICTABLE GROWTH

As leaders of this company, we are constantly making decisions that shape our future. Growth is not just about increasing revenue; it's about building a business that is sustainable, scalable, and positioned for long-term success. That's why we are taking the Five Conditions Assessment (5CA).

The 5CA is not a standard business evaluation. It goes beyond traditional financial metrics to measure the systems, structures, and behaviors that determine a company's ability to grow. It is based on research of businesses that have successfully scaled past \$2 million in revenue, identifying 12 critical systems that drive sustainable success. This assessment is designed to give us an objective, data-driven perspective on where our company stands today and what we need to improve. It will highlight our strengths, weaknesses, and untapped opportunities, allowing us to make better, more informed strategic decisions.

Your participation is critical. As executives, each of us brings unique insights into how our business operates. By contributing to this assessment, we ensure a comprehensive and accurate evaluation of our company's growth potential. This is not about individual performance—it's about understanding how our organization functions as a whole and how we can align for future success.

Ultimately, the 5CA will serve as a roadmap, guiding us toward a more disciplined, efficient, and high-performing business. It will help us eliminate blind spots, improve alignment, and create a clearer path to predictable, sustainable growth.

I ask each of you to approach this assessment with an open mind and a commitment to the future of our company. The insights we gain will be invaluable, and together, we will use them to strengthen our foundation for long-term success.