Progress Scorecard — JCF
Client: Daris Wilson **Review:** 30 day · 2026-05-17

Score each function on a 1–5 scale. The honest score is the useful score. Update every 30 days.

Scale

- **1** — I'm the bottleneck
- **2** — Mostly me, some help
- **3** — Shared, inconsistent
- **4** — Runs without me most days
- **5** — Fully systematized

1 — The Foundation: CEO Identity

Are you still the hands in your business, or have you stepped into the brains role — setting the vision, developing the team, and maintaining the systems that run the work?

- **1** — Still doing the technician work daily
- **2** — Mostly hands, occasional CEO moves
- **3** — Split between doing and leading
- **4** — Mostly leading, jumping in when needed
- **5** — Vision, team, and systems are my full-time job

Score: 2 / 5 — Mostly hands, occasional CEO moves

Why this score still have to be there all of the time

2 — Marketing

Are new leads coming in every month without you chasing them?

- **1** — Leads stop when I stop hustling
- **2** — I drive most of it, some referrals trickle in
- **3** — Mix of inbound and outbound, inconsistent
- **4** — Reliable monthly leads, I still touch the channels
- **5** — Predictable pipeline that runs without me

Score: 1 / 5 — Leads stop when I stop hustling

Why this score I have to make this happen

3 — Operations: Systems & SOPs

Could you step away for a week and the business runs without you?

- **1** — Everything stops without me
- **2** — A few things run, most stall
- **3** — Day-to-day runs, decisions wait for me
- **4** — A week is fine, longer gets shaky
- **5** — Team and SOPs handle it, I'm not needed

Score: 2 / 5 — A few things run, most stall

Why this score {{why_operations}}

4 — Pricing & Profit

Do you know your unit economics and profit margin on every service you sell?

- **1** — I price by gut, margins are a guess
- **2** — I know revenue, not real margin
- **3** — Margins on the main services, fuzzy on the rest
- **4** — Clear margins, reviewed occasionally
- **5** — Unit economics tracked monthly, pricing tied to data

Score: 2 / 5 — I know revenue, not real margin

Why this score {{why_pricing}}

5 — Customer Experience

Does the customer experience run on its own, built into the journey instead of carried by you?

- **1** — I'm the experience, every touchpoint runs through me
- **2** — Some handoffs work, I catch what falls
- **3** — Defined journey, execution depends on who's working
- **4** — Mostly automated and consistent, I check in
- **5** — Built into the system, same experience every time without me

Score: 3 / 5 — Defined journey, execution depends on who's working

Why this score {{why_cx}}

Your Total Score

Total: 10 / 25 — Doer

Bands

5–10 — Doer You're the business. Every system, every lead, every customer touchpoint runs through you. The work is paying you, but you don't own a company yet — you own a job. Start with one function. Pick the one that breaks first when you take a day off.

11–15 — Operator You've built something real, but you're still inside it. A few functions work, the rest depend on you. This is where most founders plateau. The move now is documentation and delegation — turn what you know into systems someone else can run.

16–20 — Owner The business runs with you, not just through you. You've got leverage in most functions, weak spots in one or two. Your next 90 days should target the lowest-scoring function. One focused upgrade here changes everything.

21–25 — CEO You're operating from the brains role. Systems hold, the team executes, the numbers are clear. The risk now isn't building — it's drift. Re-score every 30 days to catch the function that's quietly slipping.

What I'm going to work on next building systems