

YOUR WORKING PAGE

Tool 1. Lifecycle Diagnostic

Scope: _____ Evidence period: _____ Date: _____

Score from records and examples

0 = No 1 = Partly 2 = Yes U = Unknown. Record evidence beside each response. Do not total scores.

Evidence statement	0 / 1 / 2 / U	Evidence or gap
Customers demonstrate a significant problem or need.		
Customers reliably pay for the solution.		
An ideal customer profile is supported by conversion, margin and repeat purchase evidence.		
Sales are repeatable beyond the owner's personal relationships.		
The economics of winning and serving customers are understood and attractive.		
Delivery is repeatable with acceptable quality and service effort.		
Demand is outrunning current systems or capacity.		
The core portfolio produces dependable cash and margin.		
Competitive advantage is identifiable and supported by evidence.		
Technology, customer behaviour or competition threatens future relevance.		
Revenue, margin, cash or competitiveness is deteriorating significantly.		

Our dominant strategic condition and why

Secondary condition or a different pathway for a separate offer

Evidence that would change our diagnosis



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