
CEO TRANSFORMATION TECHNOLOGIES LLC

CEO BUSINESS HEALTH CHECK™

Score the systems behind your business.

FREE CEO RESOURCE

Created by

SYREETA JOHNSON
Founder & CEO

CEO Resource Center™

CHECK THE WHOLE BUSINESS, NOT JUST THE REVENUE.

Revenue can hide weak systems for a while. A company can have a strong sales month and still be behind on bookkeeping, losing leads, relying on one person for every decision or operating with no real process. This health check is meant to show where the business is strong and where the next problem is likely to come from.

SCORE WHAT IS TRUE, NOT WHAT LOOKS GOOD

A low score is useful information. It tells you where to focus. I would rather see a 4/10 in operations and know exactly why than give the business an 8 because the number feels better.

CATEGORY	WHAT YOU ARE RATING	SCORE
Structure	Entity, ownership, licenses, compliance and business identity.	___/10
Finance	Bookkeeping, cash flow, budgeting, taxes and financial visibility.	___/10
Business Credit	Commercial credit foundation, payment habits and bureau awareness.	___/10
Capital Readiness	Funding file, use of funds, banking and lender preparation.	___/10
Marketing	Brand clarity, content, lead generation and market positioning.	___/10
Sales	Offers, pricing, sales process, conversion and follow-up.	___/10
Technology	Website, CRM, automations, data and system reliability.	___/10
Operations	Processes, delivery, documentation, vendors and capacity.	___/10
Customer Experience	Onboarding, communication, support and retention.	___/10
CEO Leadership	Decision-making, priorities, delegation and performance review.	___/10

TOTAL SCORE (out of 100):

SCORE	BUSINESS HEALTH STAGE
0-39	Foundation - stabilize the basics and choose the top three risks.
40-59	Building - several systems exist, but gaps may be slowing growth.
60-79	Growth - strengthen weak categories and improve consistency.
80-100	Scale Readiness - protect strong systems and improve measurement/delegation.

YOUR CEO BUSINESS HEALTH PLAN

My 3 lowest-scoring categories are:

The first category I will improve is:

One action I can complete this week:

One system I need to build:

One metric I will track:

CEO PRINCIPLE

A healthy business is not one with a perfect score. It is one where the owner can see the gaps, choose what matters most and act on it.

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