

# The Five Pillars Traffic Light Check

Internal Business Health Snapshot  
This is not a performance review. It's an early warning system.

PILLAR	GREEN	AMBER	RED	STATUS
PEOPLE	Roles are clear Accountability is healthy Issues addressed early	Role confusion Delayed conversation	Burnout Disengagement Avoidance	
PRICING/MONEY	Margins understood Pricing confidence Predictable cash flow	Discount creep Cost pressure	Cash firefighting Value not reflected in price	
SALES	Clear sales process Consistent follow up Offer confidence	Inconsistent activity Reliance on few people	Reactive selling Missed opportunities	
STRATEGY	Clear priorities Aligned decisions	Too many initiatives Shifting focus	No clear directions Everything urgent	
MARKETING	Clear message Consistent visibility	Inconsistent output Message unclear	Low visibility Sales doing all the work	

## Insight snapshot

Strongest pillar: \_\_\_\_\_ Most strained pillar: \_\_\_\_\_  
Pillar creating the most pressure: \_\_\_\_\_

## 90 Day Focus

Chosen pillar: \_\_\_\_\_  
One behaviour to start: \_\_\_\_\_  
One thing to stop or simplify: \_\_\_\_\_



Red is not failure. Red is visibility.

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