

Built By Design Assessment

Find out exactly what your role is costing you.

Most business owners are losing between 20 and 40 percent of their potential revenue because the owner and key leaders are in the wrong roles.

This assessment shows you exactly where you stand.

It takes about 15 minutes. Be honest. That's where the clarity starts.

Brandon Lee

BrandonLee.me

Brandon@BrandonLee.me

(404) 754-3080

What You Actually Do.

Don't overthink this.

List the 10 to 15 things you actually do in a typical week. Include the real work. Not what you wish you were doing. Not what looks good on paper. What you actually spend your time on.

Write 10-15 activities. Be honest. This is where everything starts.

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

Your Score.

Your Score

Take the number of activities on your Energy Gainers side and divide it by the total number of activities you listed.

Example: 8 energy gainers divide by 10 total activities = 80%.

My Score

What Your Score Means.

80% or more- You're in the right role

You're mostly doing work that gives you energy. The business can grow without pulling you into everything.

50%-79% - You're starting to feel the weight

Too much of your time is spent in work that doesn't fit you. The business still leans on you more than it should, and you feel it. Decisions come back to you, stepping away is hard, and things slow down without you. This is the stage where growth gets heavier, and the company becomes more dependent on you instead of less.

Below 50%- This is why it feels so heavy

You're spending most of your time in work that drains you, and the business depends on you because it has to. Everything runs through you, and without you, it stalls. This is where the company becomes hard to grow-and hard to step away from. And if it depends on you this much, it's not something you can easily sell or step out of.

What This is Costing You.

Most owners in companies doing between 3 and 15 million in revenue are losing between 20 and 40 percent of their potential revenue because of role misalignment.

At 5 million in revenue that's up to 2 million dollars a year sitting on the table.

At 10 million in revenue that's up to 4 million dollars a year.

That's not a market problem.

That's not a hiring problem.

That's a role problem.

And it's fixable.

What To Do Next.

This is fixable.

You don't need to rebuild the whole company. You need to reset your role inside of it. Then build the team around that. Then map the gaps.

That's exactly what Built By Design does.

Built By Design is a 90 day People First engagement that starts with you and builds outward. Every client walks away with thirteen named tools and documents including a redesigned role description, leader blueprints for your two key people, a handoff plan, a gap map, and a clear operating structure for how the company runs going forward.

The investment is \$20,000 for the full 90 day engagement. It includes a full day in person with Brandon at the start.

If you see yourself in this assessment the next step is simple.

Let's have an honest conversation about your role and your company. No pitch. No pressure. Just clarity on where you are and whether Built By Design is the right fit.

[Book a free conversation](#)
[at BrandonLee.me](#)



Or email Brandon directly at
Brandon@BrandonLee.me

Most companies are built by default. Yours can be built by design.