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WORKSHEET

The 360 Founder Audit

by Kalika

www.kalika.com

Before you begin

This audit takes about 20 minutes with a cup of tea and zero distractions.

You'll map the edges of your business, name your blind spot, and build your own readiness ritual.

Print it out or open a fresh page in your journal. No one sees this but you, so be brave with your answers.

Part 1: The Edge Scan

Look at the four edges of your business and write one sentence about what's happening in each.

1. **Money edge:** What number have I not looked at in over a month?

2. **People edge:** Who on my team (or in my support circle) has gone quiet lately?

3. **Customer edge:** Which customer's behavior has changed, even slightly?

4. **Market edge:** What small competitor move or industry shift have I been brushing off?

Part 2: Your Blind Spot

1. What am I avoiding because I don't want to see it?

2. What would I tell a coaching client to do about it if she brought this exact situation to me?

3. What's one small step I can take this week to look at it directly?

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Part 3: Your Trigger Phrase and Stance

1. My trigger phrase (two or three words I can say under stress):

_____

_____

2. Where I'll use it first (a meeting, a tough call, a surprise email):

_____

_____

3. My stance, in business terms:

- Soft knees. Where do I need more flexibility right now?

  _____

- Grounded feet. What value or number keeps me steady?

  _____

- Hands up. What boundary do I need to hold this month?

  _____

Part 4: Your Readiness Plan

1. The scenario that scares me most: _____

2. My first move: _____

3. My second move: _____

4. My third move: _____

5. One person I'd call: _____

One last thought

You just did something most founders never do. You looked at the edges on purpose.

Keep this audit somewhere you can see it, and repeat the Edge Scan every week.

Awareness is a muscle, and you just finished your first rep. You're doing just great.

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