

# ACUMEN VS. DEFICIT CHART

See clearly where you're strong, where you're building, and where to get help.

Acumen is earned skill. A deficit isn't failure – it's information about where to build or delegate. This is a map, not a verdict.

## Mindset Check

Before you rate anything: this chart is data. Strength tells you what to lean on; deficit tells you what to build or hand off.

## The 12-Area Chart

Rate 1–5, mark Acumen / Deficit / Building, and note your strength, the gap, and your next action.

Business Area	Rating 1–5	A / D / B	My strength	The gap	Next action
Pricing & money management					
Sales & closing					
Marketing & visibility					
Content & storytelling					
Operations & systems					
Client delivery					
Boundary enforcement					
Time & capacity management					
Tech & automation					
Networking & relationships					
Strategy & planning					
Self-leadership & mindset					

## Reading Your Chart

Where is your strongest acumen – and how can you lean on it more?

---

---

Which deficit is costing you the most right now?

---

---

Which deficits are worth building vs. delegating?

---

---

## **30-Day Deficit Action Plans**

### **DEFICIT 1**

Area

---

The one skill or system to address it

---

First step in the next 30 days

---

### **DEFICIT 2**

Area

---

The one skill or system to address it

---

First step in the next 30 days

---

### **DEFICIT 3**

Area

---

The one skill or system to address it

---

First step in the next 30 days

---

## **Leverage Your Acumen**

---

Name one way you'll build your business around your strengths instead of constantly patching weaknesses.

---

---

---