The 5-2-50 Founder's Self-Reflection Diagnostic

Based on "5-2-50, A Manifesto for Eradicating Poverty in Africa" by Ashton Fourie

In founder-led businesses, the business is almost always a reflection of the heart of the founder. If your business is stuck, it is likely because you are personally stuck. If your business is in chaos, your heart may be in chaos; if your business is systematically growing, it is most likely because you are doing the work to systematically grow personally.

When businesses get stuck, it is always because of one or more of only **five key reasons**. These five reasons function as a stack of building blocks, each built on top of the previous. If even one block is missing or weak, the entire structure of your business growth collapses.

This diagnostic is designed to help you, as a Christian entrepreneur, reflect on your own struggles. It will help you pinpoint which of the five areas is your most critical bottleneck right now, so you can focus your time, energy, and prayer on what matters most.

If you would like to book a session to discuss your results, please reach out to ashton@5-2-50.co.za, and I'll be happy to set up some time with you.

Part 1: The Diagnostic Questionnaire

For each of the 15 statements below, rate how accurately it describes your current personal state and business reality. Be brutally honest with yourself—this is a tool for self-awareness and growth.

Rating Scale:

- **1** = Strongly Disagree (This is a severe challenge/absent for me)
- **2** = Disagree (This is occasionally true or needs significant improvement)
- **3** = Neutral (This is somewhat true, but inconsistent)
- **4** = Agree (This is mostly true, with minor room for improvement)
- **5** = Strongly Agree (This is highly accurate and a strong area for me)

Note: These questions are framed to help you think about these things, and the score helps you to identify the most pressing issue. However, it can be valuable to also keep a notebook at hand, and jot down any important thoughts that spring to mind as you are doing this.

Desire to grow the business

Statement (1 = Strongly Disagre; 5 = Strongly Agree)	**Score (1-5)**
I have a burning desire to scale my business beyond its current size, and I am genuinely excited about the prospect of growth, rather than just keeping things comfortable.	
I am fully willing to embrace the added hard work, complexity, and tough decisions that come with expanding the business, rather than prioritizing an easy, comfortable status quo.	
I actively want to build an organization of 50+ people that can operate independently, rather than being content running a smaller, intimate lifestyle business.	
Desire Score (Add up your scores above)	____ **15**

Belief that it is possible to grow the business

Statement (1 = Strongly Disagre; 5 = Strongly Agree)	**Score (1-5)**
I believe it is realistically possible to grow my business under current market conditions, rather than blaming the economy, the political environment, or capital providers for our stagnation.	
I have full confidence that I and my team have what it takes (or can learn what it takes) to scale this company, rather than feeling we lack the inherent capacity or talent.	
I operate with a proactive, faith-filled growth mindset rather than slipping into a "victim mindset" that feels trapped by external circumstances.	
Belief Score (Add up your scores above)	____ **15**

Knowing how to grow the business

Statement (1 = Strongly Disagre; 5 = Strongly Agree)	**Score (1-5)**
I have a clear, believable, step-by-step strategic plan for scaling my business to the next level, rather than just a general hope or ambition to grow.	
I know exactly what strategic actions to take next (e.g., driving sales, expanding marketing, or fixing operations) and in what precise sequence to execute them.	
I know how to execute our growth plans practically (such as value stream mapping or segmenting target markets) rather than being unclear on the actual execution steps.	
Know How Score (Add up your scores above)	____ **15**

Access to Resources

Statement (1 = Strongly Disagre; 5 = Strongly Agree)	**Score (1-5)**
My business has access to the capital, tools, and raw materials needed to fund and support our expansion plans.	
I am able to attract, recruit, and hire the skilled personnel we need to fill critical positions without facing prolonged vacancies or major talent gaps.	
I have access to the external support systems, mentorship, or peer communities required to guide us through complex scaling challenges.	
Access to Resources Score (Add up your scores above)	____ **15**

The Strength to do what must be done

Statement (1 = Strongly Disagre; 5 = Strongly Agree)	**Score (1-5)**
I have the physical energy, mental clarity, and emotional reserve to drive our growth, rather than feeling deeply tired, depleted, or close to burnout.	
I have the character and courage to initiate and execute tough decisions (e.g., retrenchments, confronting performance issues, or renegotiating difficult contracts) as soon as they arise.	
I do not find myself procrastinating key strategic actions or avoiding hard conversations due to an underlying lack of spiritual, mental, or emotional strength.	
Strength Score (Add up your scores above)	____ **15**

Part 2: Scoring Sheet

Transfer your scores from the questionnaire to the table below and calculate the total for each category.

Category	**Total Score (Max 15)**
1. Desire	
2. Belief	
3. Know-How	
4. Resources	
5. Strength	

Part 3: Interpreting Your Results

The Cumulative Principle

In the 5-2-50 framework, growth is sequential. If you have low scores in multiple areas, **you must prioritize the lowest-numbered block first**.

For example, if you score low on both **Belief (Category 2)** and **Resources (Category 4)**, you must focus on **Belief** first. Without faith and conviction that growth is possible, you will not have the motivation or clarity to successfully raise, deploy, or manage resources.

Understanding Your Bottleneck & The Antidote

Score 3 to 9: Severe Constraint (The Bottleneck)

This is your primary growth block. The structure cannot stand if this block is crumbling. You must freeze other non-essential projects and focus your energy on resolving this block.

Score 10 to 12: Emerging Constraint

This block is stable but vulnerable. As your business begins to scale, this area will quickly become your next slowest step. Address it proactively before it stalls your momentum.

Score 13 to 15: Strong Foundation

This area is currently healthy and enabling growth. Use these strengths to help shore up your weaker blocks.

Detailed Category Analysis & Antidotes

1. Desire: The Will to Grow

- **The Diagnostic:** Some founders simply do not want to grow their business because they associate growth with increased stress, loss of control, or lifestyle disruption. If your desire is weak, you will inevitably give up when times get tough.

- **The 5-2-50 Antidote:** Reframe business as a sacred calling. Your business is not a millstone of meaningless grind; it is an instrument to solve societal problems, restore the dignity of work, and eradicate poverty.

- **Action Step:** Complete the "Start with Why" exercises. Reflect on the ultimate purpose of your business. Write a single, compelling purpose statement that excites you to get out of bed every morning.

2. Belief: The Faith to Scale

- **The Diagnostic:** Stagnation often flows from a "victim mindset." If you believe that your lack of growth is entirely dictated by external factors (e.g., the economy, interest rates, or government failures), or if you lack confidence in your own capability, you won't even attempt to make plans.

- **The 5-2-50 Antidote:** Faith is a firm belief in what is possible. Growth requires moving from a passive mindset to active faith, believing that God has given you and your team the design to figure out how to scale.

- **Action Step:** Find a peer community (like a 5-2-50 Growth Group) where you can witness other founders overcoming similar struggles. Surround yourself with faith-driven leaders who challenge your limiting beliefs.

3. Capability: The Way / The Plan

- **The Diagnostic:** Many founders want to grow and believe they can, but they simply do not know *how*. They lack a plan, are unclear on what actions to take (e.g., whether to drive sales, raise funding, or build operations), and are unsure of how to execute complex moves.

- **The 5-2-50 Antidote:** Actionable, structured planning tools. You don't need a massive, complex corporate strategy; you need a simplified framework that fits on a single page.

- **Action Step:** Download the **Strategy on a Page Template** and the **5-2-50 Growth Plan Workbook**. Commit to a structured strategy review to define your customer value streams and map out your strategic projects for the coming years.

4. Resources: Tools, Talent & Capital

- **The Diagnostic:** Small businesses frequently get stuck because they cannot access capital, or because they face severe skills and talent gaps (such as key positions remaining vacant for months). Capital markets often neglect small-scale growth capital, leaving small businesses with few options.

- **The 5-2-50 Antidote:** Peer-supported investment readiness and community resource pooling.

- **Action Step:** Map your business against clear investment readiness criteria. Set up structured training (such as Just-in-Time training) for your team to build capability from within. Engage with local business networks or church-led Growth Groups to explore collective funding or mentorship channels.

5. Strength: Spiritual, Emotional & Physical Endurance

- **The Diagnostic:** This is the most common hidden barrier. Many founders are simply exhausted. You may have the desire, the belief, the plan, and the resources—yet on Monday morning, you find yourself procrastinating on tough decisions and conversations (like performance reviews, confrontations, or restructuring) because you have no emotional strength left to give.

- **The 5-2-50 Antidote:** Workplace Revival and personal rhythms of rest and spiritual recalibration. You cannot lead a thriving business from a place of spiritual and physical bankruptcy.
- **Action Step:** Establish personal and organizational "rhythms and routines." Build structured rest into your schedule that includes activities you find restorative. Establish a daily habit of quiet reflection and prayer to "drop your head into your heart" and place yourself in God's presence before tackling your task list. Enrol in the Mygrow program (https://www.mygrow.me/)

For more resources, strategic templates, and to connect with a community of faith-driven business owners, visit https://www.5-2-50.co.za/founders

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