



Wolf's Edge Integrators

DEFINITIONS

Welcome to the MOAA! This tool is designed for business owners, CEOs, Implementers (EOSI's), independent consultants, and business advisors who are passionate about optimizing operations and driving business growth. Our assessment provides a detailed analysis of your current business stage and offers actionable insights to help you achieve your desired outcomes.

WHAT IS THE MOAA FOR?

The primary objective of the Business Stage Assessment is to guide visionaries in understanding their business's current stage and identify actionable steps to reach their desired outcomes. By evaluating various elements of the business, this assessment categorizes the business into distinct stages, each with unique challenges and opportunities.

HOW IT WORKS

1. **Current Stage Identification:** The assessment starts by identifying the current stage of your business based on responses to a series of questions regarding operations, leadership, and existing challenges.
2. **Current Integrator Stage:** The MOAA not only helps you understand your current business stage, but understand the type of integrator you have or are, for visionaries that are wearing both hats.
3. **Goal Stage Determination:** You specify your desired business stage, setting a clear target for growth and stability.
4. **Actionable Insights:** Based on the identified current stage and desired goal, the assessment provides detailed action items and recommendations to help transition your business effectively.

WHAT THESE RESULTS MEAN

The results of the assessment fall into several categories, each offering specific insights and recommendations:

- **Current Stage:** The present state of your business (e.g., Survival, Lifestyle, Incremental Growth, Scale).
- **Goal Stage:** Your target stage for business growth and stability.
- **Integrator Level Required:** The level of leadership and operational support necessary to achieve your goals.
- **Experience Overview:** An outline of the current challenges and business conditions.
- **Action Items:** Specific steps to move towards the desired business stage.
- **Change Description:** Expected changes and improvements as you implement the recommended actions.
- **Next Steps:** A guided plan to help initiate the necessary changes, including consultations with experts and determining the best solutions for your business.

WHAT'S YOUR CURRENT INTEGRATOR STAGE?



OPERATIONAL

The doer: They're great at getting stuff done, but often find themselves in fire-fighter mode, oftentimes extinguishing the same types of fires we put out last week and last month. This person is critically needed and the Visionary/CEO isn't holding everything, but they can't drive things to become better tomorrow than they are today or develop high-potential managers and leaders under them.

CONDUCTOR

The director: Welcome to structure! You're leaving chaos and moving into order. The meetings are run, there are rules and consequences if they aren't followed. The start of accountability. It also introduces roadblocks and limitations. The safety and systems are sometimes prioritized over growth and working outside the current boundary conditions.



EXECUTIVE

Air Traffic Controller: Welcome to strategy and structure! Here we have a 360 degree view of the entire landscape. We can see from 30,000 feet to the ground level. We're incentivized to simultaneously follow procedures AND increase efficiency well experimenting to expand and increase the speed of the entire system (business).

WHAT'S YOUR CURRENT BUSINESS STAGE?



SURVIVAL

The business is bootstrapped. Held together with duct tape and popsicle sticks or it feels like you're always fighting fires. The business isn't stable week to week. You're trapped in the business, not working on the business.

OWNER DEPENDENT

In the best way possible, you've built yourself a job. Your business still has fires that you generally have to put out. If you slow down, so does the business (but it won't shut down). You can take time off, but like any job you'd have some serious catch up to do.



INCREMENTAL GROWTH

You've reached a level of stability where the prospect of other business ventures (or outside the business passions) feel in reach. The business doesn't need your full attention. But you want it to grow consistently, create opportunities for your team, and give you the freedom to focus on the parts of the business you love, but not be married to it.

SCALE

10x that's the goal. You want to take this business to the moon. You're ready to grow through strategic investment or rapid expansion. Instead of one location at a time, think 3 or 4 locations. You're trying to make an evolutionary leap and capture a large swath of market share where available.



60% of MOAA participants realized their current Integrator wasn't at the level required for their Vision.

DO YOU WANT TO LEARN MORE ABOUT US?

Email us here: info@wolfsedgeintegrators.com

Or

Schedule a [Discovery Call](#)