

REVENUE + OPERATIONS DIAGNOSTIC

Find out where money, margin, or execution is getting stuck, and what to fix first.

Most growing businesses do not have one obvious broken process. The bigger problem is usually what happens between processes.

- Sales closes the work, but the handoff is weak.
- Operations delivers, but billing happens late.
- Revenue grows, but margin keeps slipping.
- Teams use several systems, but critical follow-up still depends on spreadsheets, messages, and individual memory.

Leadership can see that something is off, but not exactly where the problem starts or what it is costing the business.

That is what this diagnostic is for.

Struktekale looks across the relevant workflows, systems, data, and ownership points to identify where value is being lost or delayed, what is driving it, and which issues are worth fixing first.

WHAT WE ANSWER

Where is meaningful value being lost, why is it happening, and what should leadership fix first?

WHAT WE FOCUS ON

One important business problem. Not a full-company audit.

Each diagnostic is built around a single commercially meaningful question. We start with the business problem, follow the evidence, and work backward from there.

Revenue leakage

Revenue is being created, but part of it is delayed, missed, or never makes it through to billing or collection.

Margin leakage

The business is growing, but delivery, rework, pricing, labor, exceptions, or weak controls are eroding margin.

Execution drag

Recurring delays, bottlenecks, rework, or handoff failures keep slowing the business down.

Ownership gaps

Critical work depends on unclear accountability, manual chasing, or leadership intervention.

Visibility gaps

Important decisions are slowed because the real operating picture is fragmented across systems and teams.

Founder dependency

Too much execution still relies on the founder or senior leaders remembering, chasing, or resolving issues themselves.

WHAT YOU GET

Clarity you can act on.

A clear picture of what is actually happening

We map the part of the business that matters to the issue and show where work, information, ownership, or money starts to break down.

A view of the financial or operational exposure

Where the data allows it, we put a number against the problem. If the evidence does not support an exact number, we say so.

Root-cause findings

We separate what the data proves from what still needs to be treated as a working hypothesis.

Recommended operating fixes

We identify the controls, workflow changes, ownership changes, reporting, escalation rules, or management practices most likely to address the problem.

A 90-day recovery plan

You leave with a prioritized plan for what should happen now, what should happen next, and what can wait.

HOW THE ENGAGEMENT WORKS

Focused enough to move quickly. Rigorous enough to trust.

01

Agree on the problem

We define the specific business problem we are solving and what leadership needs to understand.

02

Define the evidence

We identify the minimum systems, data, and stakeholders required to investigate it properly.

03

Reach Data Ready

Once the agreed information and access are sufficiently available, the formal diagnostic begins.

04

Diagnose

We review the relevant workflows and data, test likely causes, and measure the impact where possible.

05

Build the recovery plan

We identify the highest-value operating fixes and sequence the work.

06

Review with leadership

The engagement ends with a working session covering findings, decisions, and recommended next steps.

TIMELINE

10 business days from Data Ready

“Data Ready” means we have the agreed information and access needed to perform the diagnostic properly. The clock does not start simply because the contract has been signed.

Why this matters

If key information is still missing, we do not force conclusions from incomplete evidence.

STANDARD SCOPE

Focused by design.

The standard engagement is intentionally bounded so we can go deep enough to reach a useful answer without turning the work into a full-company audit.

Scope	Standard engagement
Primary business problem	1
Core workflow / commercial process	1
Functional areas	Up to 3
Systems or datasets	Up to 5
Key stakeholders	Up to 5
Historical data	Up to 12 months where relevant
Formal client sessions	3

INVESTMENT

€6,000 fixed

100% upfront before kickoff

Fixed scope. Not consulting hours.

The engagement is priced around a defined diagnostic outcome, not time spent.

WHAT HAPPENS AFTER

The diagnostic stands on its own.

There is no obligation to continue with Struktekale. Your team can take the findings and recovery plan and implement them internally.

If new operating infrastructure is needed, Struktekale can separately scope implementation such as workflow redesign, controls, ownership and escalation, reporting, automation, integrations, SOPs, exception management, or management cadence.

Implementation is always a separate decision.

WHO THIS IS FOR

Established companies with enough complexity for value to get lost between the cracks.

The strongest fit is usually a growing company with **€5M to €50M in annual revenue** and enough complexity that important work moves across multiple people, teams, systems, projects, locations, or channels.

- A business problem with meaningful financial or operational consequences
- Enough data to investigate what is happening
- Access to the people who understand the process
- Leadership willing to act on the findings

Economic fit

As a general rule, the issue should have the potential to represent at least €50,000 in annual economic or strategic impact for a €6,000 diagnostic to make sense.

WHEN THIS IS NOT THE RIGHT ENGAGEMENT

This is probably not the right fit if:

- You only need someone to build a predefined dashboard or automation.
- The root cause is already proven and you simply need implementation.
- The business will not provide reasonable access to the relevant information or decision makers.
- You need a financial audit, legal investigation, forensic accounting, cybersecurity certification, or specialist regulatory work.
- You want someone to validate a conclusion that has already been decided internally.

THE OUTCOME

What is going wrong?
What is it costing us?
What should we fix first?