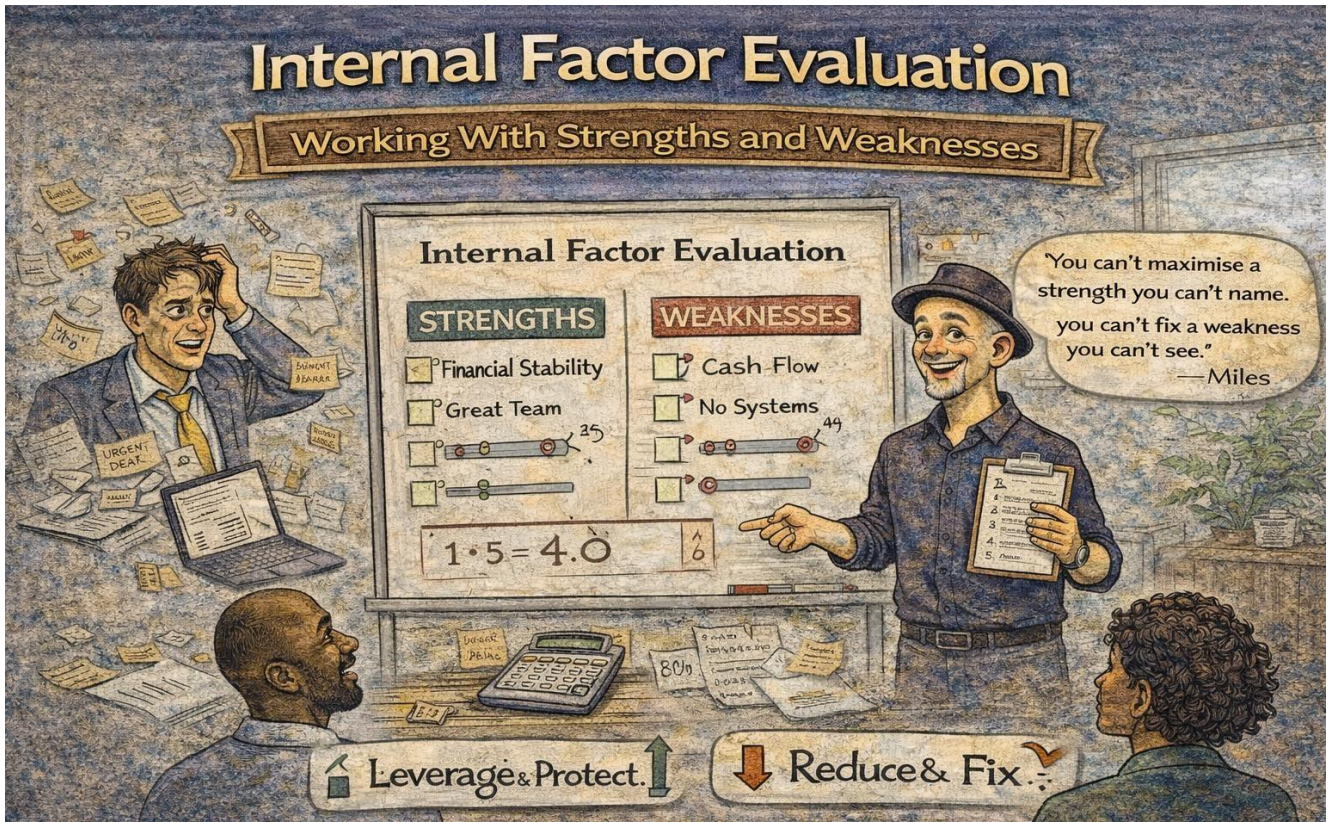


When your business looks fine from outside but is secretly limping



IFEM (Internal Factor Evaluation Matrix) is a simple way to stop running your business on vibes. Today we'll turn "something feels off" into a clear set of strengths to protect and weaknesses to fix.

Busy-Brain Promise

Short steps. Small numbers. Clear priorities. No shame. If the task feels too big, we make it smaller.



How to use this workbook

- Work in sprints. 5–10 minutes, then breathe.
- Write in keywords, not essays.
- If you get stuck, choose the “good enough” number and move on. The goal is direction, not perfection.
- If you're doing this with a team: aim for a shared reality, not a political victory.

Warm-up: The Limp Test (5 minutes)

In 60 seconds, answer these privately:

- Where do we keep firefighting the same problem?
- Which process depends on one specific human (who could disappear tomorrow)?
- Which number do we avoid looking at (stock, cash, conversion, churn, response times)?

Now circle ONE item that gives you a slight stomach drop. That's usually the first “high weight, low score” weakness.

Strengths (what customers/staff can rely on)	Weaknesses (what you keep apologising for)

If it makes you want to change the topic, it's probably important.



Strengths & Weaknesses Dump (10 minutes)

No filtering. No politeness. Just list reality.

In a Nutshell

Write the handful of strengths and weaknesses that actually shape results.

80/20 Pareto Tip

Aim for 6 to 8 factors total.

Busy Brain Tips

- Use evidence, not mood.
- Include both strengths and weaknesses.
- Focus on what changes outcomes, not what merely irritates you.

Miles Key Question

Where are we strong, and where are we quietly limping?

Pitfalls and Rabbit Holes

- Only listing strengths.
- Using vague factors.
- Trying to score everything.

Rating legend

Rating Scale	Interpretation
1	Major weakness
2	Minor weakness
3	Minor strength
4	Major strength



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Internal Factor	S / W	Weight (0.00-1.00)	Rating (1-4)	Weighted Score	Action / Note
TOTAL		1.00			

Section 2: Read the Reality (1–5) (10 minutes)

In a Nutshell

Look for the pattern. High-weight low-rating factors usually deserve attention first. High-weight high-rating factors are strengths worth protecting and exploiting.

80/20 Pareto Tip

Choose one weakness to fix and one strength to build on.

Busy Brain Tips

- Use the total score as context, not the whole story.
- Anything above 2.5 usually suggests more strengths than weaknesses.
- The individual weighted scores still tell you where the real action is.

Miles Key Question

What deserves action first?

Pitfalls and Rabbit Holes

- Looking only at the total.
- Ignoring a critical weakness because it is dull.
- Leaving the page without choosing actions.



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The one weakness we will address first is:

The one strength we will deliberately exploit is:

The next IFEM review date is:

Pair it with EFE / PESTEL (5 minutes)

IFE = inside reality. EFE/PESTEL = outside weather.

Write one line each:

Outside threat we must prepare for: _____

Outside opportunity we could exploit: _____

Inside weakness that makes us vulnerable to that threat: _____

Inside strength that helps us seize that opportunity: _____

End-of-session commitment (5 minutes)

Pick ONE move you will actually do. Not a manifesto.

My next action in the next 7 days: _____

When (date + time): _____ Who is involved: _____

How we'll measure progress: _____

Strategy is a commitment to a direction. Everything else is a to-do list with delusions of grandeur.