

The Confidence Gap Scorecard

Twelve questions about your team. Ten minutes. At the end you'll have a number, and a clear view of where the gaps between your leadership, your team and your customers are quietly costing you. **Score honestly. A flattering score helps nobody.**

How to score. Read each statement and rate how true it is of your team today. Not how true you'd like it to be, or how it looks on a good day. How it actually is, most of the time.

1 = NEVER TRUE · 2 = RARELY · 3 = SOMETIMES · 4 = USUALLY · 5 = ALWAYS TRUE

CONNECTION ONE Leader to team

Whether your message actually lands with the people delivering it.

1 2 3 4 5

Every team member could tell you, in their own words, what "great" looks like in their role.

☐☐☐☐☐

People bring me problems early, rather than when it's already too late to fix them.

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My team hear specific praise from me more often than they hear correction.

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New starters are taught how to talk to customers, not just how to do the tasks.

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CONNECTION TWO Team to each other

Whether pressure pulls them together or drives them apart.

1 2 3 4 5

At the busiest moment of the day, the team help each other without being asked.

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People own their mistakes openly instead of covering them up.

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The quieter members of the team speak up, and get listened to when they do.

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There's no "us and them" between shifts, sections or job roles.

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CONNECTION THREE Team to customer

Where everything above becomes visible, and starts costing or earning you money.

1 2 3 4 5

Every customer is acknowledged within seconds of arriving, however busy it is.

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My team start conversations with customers, rather than only processing transactions.

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When something goes wrong, staff handle it confidently instead of freezing or fetching me.

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Customers get a genuine goodbye on the way out, every single time.

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Add up your twelve scores

YOUR TOTAL, OUT OF 60

WHAT YOUR NUMBER IS TELLING YOU

52 to 60

Strong. Now protect it.

Your connections are working. The risk is drift: this rarely survives a change of manager or a wave of new starters unless someone actively keeps it alive. Write down what makes it work, before the people who do it instinctively move on.

40 to 51

Good, with a quiet leak.

Most of the time you're fine, and "most of the time" is exactly the problem. The gaps show up on your busiest shifts and with your newest staff, which is precisely when new customers are forming their first impression of you.

28 to 39

The gap is costing you now.

This is the most common score, and the most expensive. Customers are leaving with a flat impression they'll never tell you about, and your team likely know something is off without being able to name it. The good news is that scores in this range usually move fastest.

12 to 27

Urgent, and fixable.

Something structural is broken in how your people communicate, and it is showing up in your turnover and your reviews. It is also where the biggest and quickest gains live, because almost nothing here costs money to fix.

Before you blame the team

A lot of younger staff have grown up communicating through a screen. The face-to-face confidence muscle simply hasn't been built yet. That's not a flaw, and it isn't their fault, but it is real.

The result: a shy or unsure team member can come across as blunt or uninterested, even when they genuinely care. Customers feel it and quietly don't return. The team member feels like they're failing. **Everyone loses, and nobody says it out loud.**

Confidence and communication can be taught. When they are, it changes how your customers feel **and** how your people feel about coming to work.

SPECIAL OFFER · SCORECARD COMPLETERS

Free Confidence Walkthrough

Send me your score and I'll spend 45 minutes with you, on site or on a call, going through what it actually means for your business.

- We look at your three lowest-scoring answers and what each is costing you
- I give you three specific changes you can make this week, at no cost
- You get an honest view of whether training would help you, or whether it wouldn't

No charge and no obligation. I do a limited number each month, so it's first come, first served. If I don't think I can help you, I'll tell you straight.

**Send me your score
and let's talk.**

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