

Dom Downing Introduces Business Clarity Assessment for Established Business Owners

The assessment helps established business owners identify gaps across revenue, operations, leadership and customer experience.

NEW YORK, NY, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- [Dom Downing](#) has introduced the [Business Clarity Assessment](#), a business assessment designed to help established business owners understand where their business is working, where it is overly dependent on them, and what needs attention to support sustainable growth.

Powered by the [Founder Operating Index™](#), the assessment examines four areas that directly influence how effectively a business operates: revenue, operations, leadership and customer experience.



Domonique Downing, Business Advisor and creator of the Business Clarity Assessment.

Many successful business owners reach a stage where the business has grown, but the way it operates has not grown with it. The owner remains involved in too many decisions, revenue may depend on inconsistent sources, processes live in people's heads, and growth creates more work rather than more capacity.

“

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Domonique Downing

These challenges are not always obvious when viewed individually. A revenue problem may also be connected to inconsistent processes. A customer experience issue may be rooted in unclear team responsibilities. An owner who

feels overwhelmed may not simply have a time-management problem, but a business that has

become too dependent on their personal involvement.

The Business Clarity Assessment was created to help owners see those connections before immediately jumping to another strategy, system or solution.

“Growth shouldn’t require the owner to become the operating system of the business,” said Domonique Downing.

“Sometimes the first thing an owner needs isn’t another strategy. They need clarity about what’s actually happening across the business and where their attention will make the greatest difference.”

The assessment evaluates the business across four areas:

Revenue: How consistently the business attracts, converts and retains revenue.

Operations: Whether processes, responsibilities and systems support the business without requiring constant owner involvement.

Leadership: How effectively decisions, accountability and responsibilities are distributed throughout the business.

Customer Experience: Whether the experience customers receive is intentional, consistent and capable of supporting growth.

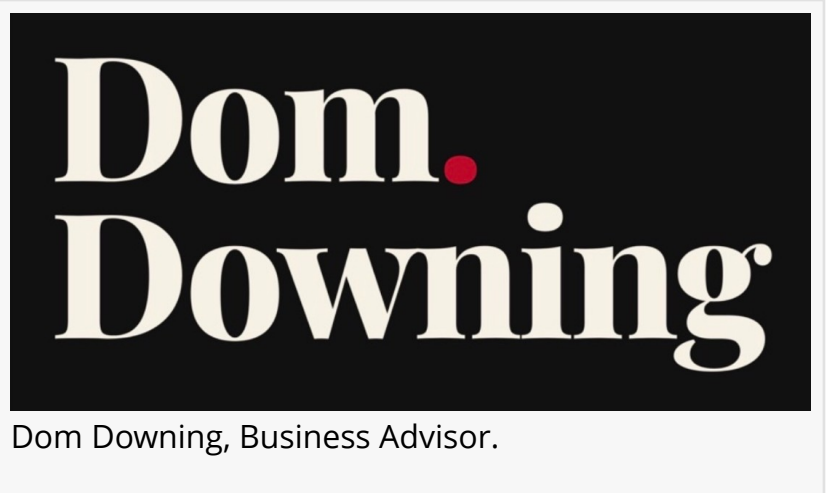
After completing the assessment, business owners receive an operating score along with insights into areas that may warrant closer attention. The assessment is intended to provide a starting point for understanding the business as a whole rather than evaluating one isolated challenge.

Downing developed the assessment based on a belief that many of the challenges established business owners experience are interconnected.

Revenue can grow while operations fall behind. A team can expand without clear accountability. Strong customer relationships can depend too heavily on the owner. Systems can be introduced without addressing the underlying responsibilities or processes they were meant to support.

Looking at those areas together can provide a clearer picture of what the business needs next.

The Business Clarity Assessment reflects Downing’s broader approach to working with business



owners: looking at the business as an interconnected system rather than treating revenue, operations, leadership and customer experience as separate problems.

Downing brings 16 years of corporate leadership experience, including leading small-business sales organizations and working across revenue growth, operations, leadership and customer experience. Her experience includes leading teams and business performance across multiple markets within a Fortune 50 telecommunications company.

Today, she works with established service business owners who have built successful businesses but need greater structure, clarity and operating capacity for what comes next.

Her work focuses on helping owners identify what is limiting the business, determine what needs to change and strengthen the infrastructure beneath continued growth.

The Business Clarity Assessment serves as an entry point into that process.

Business owners can complete the assessment online through Dom Downing.

For more information or to complete the Business Clarity Assessment, visit Dom Downing online.

About Dom Downing

Dom Downing is a Business Advisor who works with established service business owners to strengthen the way their businesses operate across revenue, operations, leadership and customer experience. Her work is designed for owners who have built successful businesses and are ready for the business to operate with greater clarity, stronger structure and less dependence on them personally.

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