

# Business Growth Assessment Launches Diagnostic Service for Business Owners

*New structured assessment helps business owners distinguish surface problems from the constraint that deserves attention first.*

TRALEE, COUNTY KERRY, IRELAND, October 6, 2026 /EINPresswire.com/ -- [Business Growth Assessment](#) has launched a structured diagnostic service designed to help business owners identify the one area of their business that appears to deserve attention first.



Business Growth Assessment helps business owners identify the one area of their business that deserves attention first.

The service is aimed at established business owners who may be dealing with several competing issues at the same time, such as sales, marketing, profitability, staffing, capacity, systems, operations or owner dependency. Rather than treating each issue in isolation, Business Growth Assessment looks for patterns, contradictions and connections across the business before identifying a priority.

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*Gerard Collins*

The approach follows a diagnostic sequence: Current Position □ Goal □ Gap □ Constraint □ Priority □ Action.

The starting point is the free [Business Priority Check](#), an eight-question assessment that takes about three minutes

to complete. Each submission is personally reviewed by founder Gerard Collins rather than being scored automatically. The resulting Business Priority Report identifies the one area that appears to deserve attention first and explains the evidence behind that conclusion.

“Business owners rarely lack things they could improve. The difficulty is deciding which issue deserves attention first, because the most visible problem is not always the underlying constraint,” said Collins. “The purpose of the assessment is to help separate symptoms from the issue that is actually limiting progress.”

For example, inconsistent sales may appear to require more marketing, but the underlying problem may be weak conversion, limited delivery capacity, margin pressure or excessive dependence on the owner. In another business, hiring may appear to be the obvious answer even though repeated rework, unclear priorities or slow decision-making are consuming the available capacity.

Business Growth Assessment is designed to make that distinction before a business commits additional time, money or resources to a solution.

The website also provides articles examining recurring growth issues such as owner dependency, operational constraints, customer flow, profitability, marketing effectiveness and prioritisation. The aim is to give business owners a clearer basis for deciding what to address now and what can wait.

Collins' background includes management, marketing, SEO, public relations, business advisory, business strategy and operations. He developed Business Growth Assessment around the principle that business improvement should begin with diagnosis rather than assumption.

More information about Business Growth Assessment and the free Business Priority Check is available through the Business Growth Assessment website.

### About Business Growth Assessment

Business Growth Assessment helps business owners identify the one area of their business that appears to deserve attention first. Its structured diagnostic approach examines the current position, goal, gap and likely constraint before identifying a priority and practical next action.

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Gerard Collins, Founder of Business Growth Assessment.

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