



A MEROË AFRICA FIELD GUIDE

MAPPED

The 7 signs your business is running on memory.

And what it's quietly costing you.

See your business clearly. Run it intentionally.

mapped.africa · hello@meroeafricagroup.com

Most businesses don't fail from lack of ambition. They fail from lack of clarity. When a business lives in people's heads instead of on paper, every bit of growth multiplies the chaos. Here are seven signs the hidden engine is costing you — and the good news: every one is fixable once it's mapped.

- 1 You're still the bottleneck.**
The team is growing, but the important decisions still wait on you. Nothing moves without you in the loop.
- 2 The same task gets done four different ways.**
No standard, no single source of truth — quality depends on who happened to do it.
- 3 Onboarding a new hire takes weeks of shadowing.**
Because the 'how' isn't written down anywhere — it's transferred by osmosis, slowly.
- 4 The plan lives in someone's head.**
If that person is unavailable — or leaves — a piece of the business goes dark with them.

- 5 You can't explain how you make money on one page.**
If the model isn't simple enough to draw, it's not clear enough to scale — or to fund.
- 6 Growth makes things worse, not smoother.**
More clients, more staff, more revenue — and somehow more firefighting. Scale without clarity.
- 7 You couldn't hand it over — or sell it — tomorrow.**
A business that can't run without the founder isn't an asset yet. It's a very demanding job.

Score yourself

0-2 signs: solid — tighten the few weak spots. 3-4: clarity is now your highest-ROI investment.

5+ signs: the silent tax is real. Map the engine before you scale, raise, or automate.

YOUR NEXT STEP

Get your Clarity Score.

Start with a Clarity Index Sprint — a fixed-fee, 1-2 week diagnostic. You'll get your score, your top three friction points, and a clear recommendation, credited toward whatever comes next. Built by African strategists who know the terrain.

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Mapped isn't advice. It's architecture.

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