

The Chamber Map.

A self-assessment for founders whose ambition has outgrown the structure beneath it.

Nothing that grows keeps the same structure. Five layers hold a business together as it expands.
Rate each one honestly, then write the single truest sentence you can about it.

O1 Belief

What the founder knows to be true — the original insight, protected.

WHAT'S TRUE HERE

☐ STRONG☐ THIN☐ CONFLICTING

O2 Positioning

A position the market can read — what the business is known for, and by whom.

WHAT'S TRUE HERE

☐ STRONG☐ THIN☐ CONFLICTING

O3 Offer

What is actually sold, and how the offers relate instead of compete.

WHAT'S TRUE HERE

☐ STRONG☐ THIN☐ CONFLICTING

O4 Experience

The first door, made tangible — what people feel at the moments that decide trust.

WHAT'S TRUE HERE

☐ STRONG☐ THIN☐ CONFLICTING

O5 Operating capacity

Decisions the team can carry without the founder in the room.

WHAT'S TRUE HERE

☐ STRONG☐ THIN☐ CONFLICTING

The next structural move.

One decision, chosen deliberately. Not a plan — an order of operations.

The chamber under most pressure

Usually the one you defended fastest while filling in page one.

The symptom it produces

What it looks like from outside: stalled demand, competing offers, a tired founder.

The first structural move

The smallest decision that makes every later decision easier.

Deliberately not yet

What you are choosing to postpone — written down, so it stops costing attention.

If the map raises more than it settles, that is the moment to talk.

Bring this map to a conversation. I read every enquiry myself and reply within two working days.

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