



THE COUPLEPRENEUR

BUILDING BUSINESS. STRENGTHENING RELATIONSHIPS. CREATING LEGACY.



WORK TOGETHER
WITH PURPOSE



BUILD A BUSINESS
THAT THRIVES



STRENGTHEN YOUR
PARTNERSHIP



CREATE FREEDOM
& LEAVE A LEGACY

THE ALIGNMENT AUDIT

10

A 10-Question Check-In for Couples in Business

Before you optimize your funnel or hire your next team member, you need to know if you and your partner are actually on the same page. This audit cuts through the noise and gets to what matters.

PARTNER 1

DATE

PARTNER 2

NEXT CHECK-IN

How to Use This Audit

This is not a test of your relationship. It is a structured conversation designed to reveal alignment, tension, and the next right conversation.

1

Complete it separately
Each partner rates every question from 1 to 5 before discussing answers.

2

Compare without defending
Start with curiosity. Ask what shaped the other person's rating.

3

Focus on the gaps
A difference of two or more points deserves attention, even when the combined score is high.

4

Choose only three actions
Do not try to solve everything today. Agree on a few specific commitments.

5

Repeat quarterly
Alignment is not a one-time achievement; it is a rhythm.

Rating Scale

1	Not aligned	This is a recurring source of tension or avoidance.
2	Mostly unclear	We have significant differences or no shared agreement.
3	Partly aligned	We generally agree, but expectations or follow-through are inconsistent.
4	Well aligned	We are clear and usually act consistently.
5	Fully aligned	We share clarity, trust the process, and follow through together.

1

VISION

Are we building toward the same definition of success?

Discuss the business you want in 3 years, the life you want it to support, and what you are unwilling to sacrifice.

YOUR RATING

1

2

3

4

5

What is working?

What needs attention?

2

ROLES

Are our roles, authority, and decision rights clear?

Name who leads each major area, which decisions require agreement, and where either partner may act independently.

YOUR RATING

1

2

3

4

5

What is working?

What needs attention?

Do we agree on the three most important priorities right now?

Compare your individual top three. Notice where daily activity is disconnected from what you say matters most.

YOUR RATING

1

2

3

4

5

What is working?

What needs attention?

Are we aligned on compensation, reinvestment, debt, and financial risk?

Discuss owner pay, distributions, reserves, major purchases, and the level of uncertainty each of you can tolerate.

YOUR RATING

1

2

3

4

5

What is working?

What needs attention?

Does the division of labor feel fair and sustainable?

Include visible tasks, emotional labor, household responsibilities, after-hours work, and who carries the mental load.

YOUR RATING

1

2

3

4

5

What is working?

What needs attention?

Can we discuss hard business issues without damaging the relationship?

Consider whether you listen, stay respectful, separate the issue from the person, and return to unresolved topics.

YOUR RATING

1

2

3

4

5

What is working?

What needs attention?

Do we protect time when we are partners in life, not coworkers?

Identify business-free spaces, family commitments, rest, vacations, and the signals that tell you work is taking over.

YOUR RATING

1

2

3

4

5

What is working?

What needs attention?

Do we have a trusted process for resolving deadlocks?

Define how you pause, gather facts, seek counsel, make the final call, and reconnect after disagreement.

YOUR RATING

1

2

3

4

5

What is working?

What needs attention?

9 LEADERSHIP

Do we agree on the culture and behaviors we expect from ourselves and our team?

Discuss the values you reward, what you will not tolerate, and whether both partners model the same standards.

YOUR RATING

1	2	3	4	5
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What is working?

What needs attention?

10 FUTURE

Are we aligned on succession, exit, and what happens if life changes?

Talk about illness, burnout, relocation, retirement, sale, ownership transfer, and whether key agreements are documented.

YOUR RATING

1	2	3	4	5
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What is working?

What needs attention?

Your Alignment Snapshot

Transfer both ratings below. The goal is not to produce a perfect number; it is to see where your perceptions match and where a meaningful gap needs a conversation.

#	AREA	PARTNER 1	PARTNER 2	GAP	NOTES
1	Vision				
2	Roles				
3	Priorities				
4	Money				
5	Workload				
6	Communication				
7	Boundaries				
8	Conflict				
9	Leadership				
10	Future				
	TOTAL				

Read the Results

41-50	STRONG ALIGNMENT	Protect what is working. Address any individual gap of 2+ points.
31-40	WORKABLE ALIGNMENT	You have a solid base, with several agreements that need clarification or follow-through.
21-30	ACTIVE REALIGNMENT	Prioritize the lowest three areas and schedule focused conversations.
10-20	SIGNIFICANT MISALIGNMENT	Review major business decisions and consider a trusted adviser, coach, or counselor.

Important: Each partner scores a maximum of 50. Interpret each total separately, then examine the gaps. A lower score is useful information—not a verdict.

Our 30-Day Alignment Plan

Choose the three conversations or commitments that would create the greatest relief, clarity, or momentum.

PRIORITY 1	
What needs to change?	
What will we do?	
Owner	Due date

PRIORITY 2	
What needs to change?	
What will we do?	
Owner	Due date

PRIORITY 3	
What needs to change?	
What will we do?	
Owner	Due date

Our Check-In Commitment

We will meet again on: _____ for _____ minutes.

During the next 30 days, we agree to:

Partner 1 signature

Partner 2 signature

Alignment does not mean agreeing on everything. It means knowing how you will move forward together.