

UNLOCK THE CHAMPION

The Capacity Audit

Research Foundation & Framework Overview

A Practical Assessment Built on Proven Behavioral Science

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unlockthechampion.com

EXECUTIVE SUMMARY

What Is the Capacity Audit?

The Capacity Audit is a practical diagnostic tool that measures leadership sustainability across 9 interconnected dimensions — the 9 Pillars of Capacity. Developed by Freddie Scott II through years of direct work with NFL teams, universities, Fortune 500 companies, and organizational leaders, the framework draws on established behavioral science to surface where capacity is breaking down and where to start building.

- 18 questions, completed in under 5 minutes
- 9 pillars scored independently on a 0–100% scale
- 4 capacity categories: Leaky Foundation (<50%), Building Momentum (50–70%), Strong Foundation (70–85%), Elite Capacity (85%+)
- Results are immediate, visual, and actionable
- Deployed in 100+ organizations to 10,000+ leaders

The assessment is not a personality test. It does not label people or put them in boxes. It is a practical diagnostic designed to surface the specific pillar where capacity is leaking most — and lead directly to targeted action.

10,000+
Leaders Trained

100+
Organizations

4
NFL Teams

ACC
Conference

Research Foundations

Each pillar is grounded in established research domains and designed for practical application in organizational settings.

1. IDENTITY

Measures: Whether someone has a clear definition of self separate from career titles and external roles.

Research: Erikson's identity development theory; Marcia's identity status model; self-concept research demonstrating that people who define themselves beyond their role title are more resilient under pressure.

2. VALUES

Measures: Alignment between stated priorities and daily decisions — whether calendar and spending reflect what someone says matters most.

Research: Values-based leadership (Bill George, Authentic Leadership); Schwartz's Theory of Basic Values; when daily decisions align with core values, decision fatigue drops and clarity increases.

3. EMOTIONAL MASTERY

Measures: The ability to recognize internal triggers and manage response — widening the gap between stimulus and response.

Research: Emotional Intelligence (Goleman, Salovey & Mayer); emotion regulation science; emotional regulation capacity predicts leadership effectiveness, relationship quality, and burnout resistance.

4. VISION

Measures: Clarity of a 3-year picture of who someone is becoming — and the ability to say no to good-but-nonessential opportunities.

Research: Goal-setting theory (Locke & Latham); Dweck's growth mindset research; clarity of direction reduces overwhelm and increases persistence through setbacks.

5. HABITS

Measures: Daily rhythms and routines that compound over time — morning routines and prioritization of consistency over intensity.

Research: Habit formation science (BJ Fogg's Tiny Habits, James Clear's Atomic Habits); behavioral automaticity research; sustainable performance is built on daily systems, not willpower.

6. ACCOUNTABILITY

Measures: Having truth-tellers authorized to challenge with structure and support — mentors, coaches, and feedback mechanisms.

Research: Social support theory; coaching effectiveness research; structured accountability relationships correlate with higher goal attainment and lower burnout rates.

7. CHARACTER

Measures: Consistency between private behavior and public expectations — doing the right thing when no one is watching.

Research: VIA Institute's character strengths framework (Peterson & Seligman); consistency between private behavior and public expectations is a core predictor of long-term leadership sustainability.

8. RELATIONSHIP HEALTH

Measures: Quality of closest relationships — trust, transparency, and whether close relationships receive best energy.

Research: Gottman's four decades of relationship research; social capital theory; the quality of a leader's closest relationships directly predicts their capacity at work.

9. PURPOSEFUL WORK

Measures: Operating in one's Zone of Genius for a cause bigger than oneself — whether work aligns with strengths and contributes to meaningful impact.

Research: Self-determination theory (Deci & Ryan); Csikszentmihalyi's flow research; when work aligns with strengths and connects to meaningful impact, capacity expands rather than depletes.

DIFFERENTIATION

What Makes the Capacity Audit Different?

Surfaces the Specific Pillar

Not a general "you're burned out" conclusion, but a targeted "your Emotional Mastery is at 40% and here's why that matters."

Leads Directly to Action

Every result includes a specific exercise tied to the weakest pillar, plus access to a personalized growth plan, discussion guides, and challenges.

Tracks Progress Over Time

Leaders can retake the audit monthly to see which pillars are improving and which need continued attention.

Works at the Team Level

Administrators can deploy across a department, school, or district and see aggregate pillar scores, identify systemic capacity gaps, and target professional development.

Takes 5 Minutes

Not a multi-hour assessment battery. 18 questions. Immediate results. No consultants required.

Organizations Using the Capacity Framework

- San Francisco 49ers (team alignment)
- Minnesota Vikings (coach development)
- Tennessee Titans (rookie leadership)
- Chicago Bears (player development)
- Atlantic Coast Conference (student-athlete programs)
- NFLPA (player wellness workshops)
- NCAA member institutions
- 100+ school districts, universities, and organizations

FOR DECISION-MAKERS

Implementation: 5 Minutes to Deploy

The Capacity Audit is designed for organizational deployment without consultants, multi-day workshops, or complex rollouts:

Step 1: Choose your plan (\$3–\$25/person/year depending on features)

Step 2: Set your team size and generate access codes

Step 3: Share the link — participants complete on any device

Step 4: View real-time results in your facilitator dashboard

Your Dashboard Shows:

- Team Capacity Score (aggregate)
- Pillar-by-pillar breakdown (identify systemic gaps)
- Individual results (with permission)
- Department comparisons
- Growth trends over time
- CSV export for reporting

Investment

Plan	Per Person/Year	Includes
Assess Basic	\$3	All assessments + facilitator dashboard
Assess + Tracking	\$6	Adds individual progress tracking
Develop	\$9	Adds AI coaching, blueprints, discussion guides

Volume discounts: 10% off 50+ people | 20% off 100+ | 30% off 200+

Nonprofit discount: 40% off all plans | 30-day money-back guarantee | Cancel anytime

Get Started

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Based on the framework from Made for More by Freddie Scott II — coming Fall 2026

A portion of every purchase supports Hope Haven Rwanda — building capacity for 2,000+ students.