

06 / FIELD TOOL

WEEKLY OPERATING SYSTEM

A few repeatable anchors that keep people, work, and clients moving.

MONDAY / ORIENT

What are the three pieces of work that matter most? Where is the risk? What decisions are waiting on you?

REVIEW RHYTHM

Put predictable creative reviews on the calendar. WIP reviews are for the work, not status theater.

ONE-ON-ONES

Protect time focused on the person more than the project.

DEEP WORK

Block uninterrupted concepting and craft time for the team and for yourself.

PROJECT GATES

Brief review kickoff early creative review direction review pre-presentation review debrief.

DECISION LIST

Keep a short list of the calls only you can make. Clear it aggressively.

FRIDAY / LOOK BACK

What is unfinished? What is becoming a problem? Who needs recognition? What conversation needs to happen Monday?

A system should make the work feel lighter, not heavier. If a habit adds noise without creating clarity, get rid of it.

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WEEKLY OPERATING SYSTEM

Use this as a one-page reset at the start and end of each week.

TOP 3 THIS WEEK**REVIEWS / DECISION POINTS****ONE-ON-ONES****DEEP WORK TO PROTECT****DECISIONS ONLY I CAN MAKE****FRIDAY: WHAT I AM CARRYING FORWARD**