

YOU ARE HERE

CHECKPOINT 07 - SCOREBOARD

Document what happened so the next decision comes from evidence instead of mood.

THIS MUST BE DONE BEFORE MOVING FORWARD

- ☐ I recorded the important inputs: selling, creating/delivering and improving actions.
- ☐ I recorded relevant outputs: leads, conversations, sales, revenue, bookings or other results that fit my business.
- ☐ I captured repeated questions, objections, friction and customer feedback.
- ☐ I completed a weekly evidence review.
- ☐ I chose what to KEEP, CHANGE or PARK for V1.1.

DEFINITION OF DONE

I can explain what happened, what I learned and the one or two changes I will test next.

ALL COMPLETE? → NEXT: RETURN TO THE ROADMAP

NOT COMPLETE?

Continue the task, OR deliberately skip it and write why. This is not the end. Update the route, choose the next milestone and run the loop again.