
Secrets of scaling successfully

Creating ownership that holds the standard.

A practical workbook to help you clarify ownership, strengthen leadership, and create more capacity in your organization.

The big ideas, in one page.

Your judgment shouldn't be the bottleneck.

You got where you are because of your judgment. If every call still requires it, the business can only move at your speed.

Unclear ownership creates dependency.

When ownership is unclear, everything routes back to you. Your best people stop deciding and start waiting.

Clarity creates capacity.

Your inconsistency creates their uncertainty. When your leaders stop guessing what you want, they start owning it.

Standards scale when they're explicit.

Define excellent. Define acceptable. Define below standard. What isn't written down can't be held by anyone but you.

"Do it yourself and you save time once. Document it, train it, hand it off, and you save time every week."

INSIDE THIS WORKBOOK

03 Capacity assessment

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Where can you create more ownership next week?

What decisions always come back to me?

Where is ownership unclear on my team?

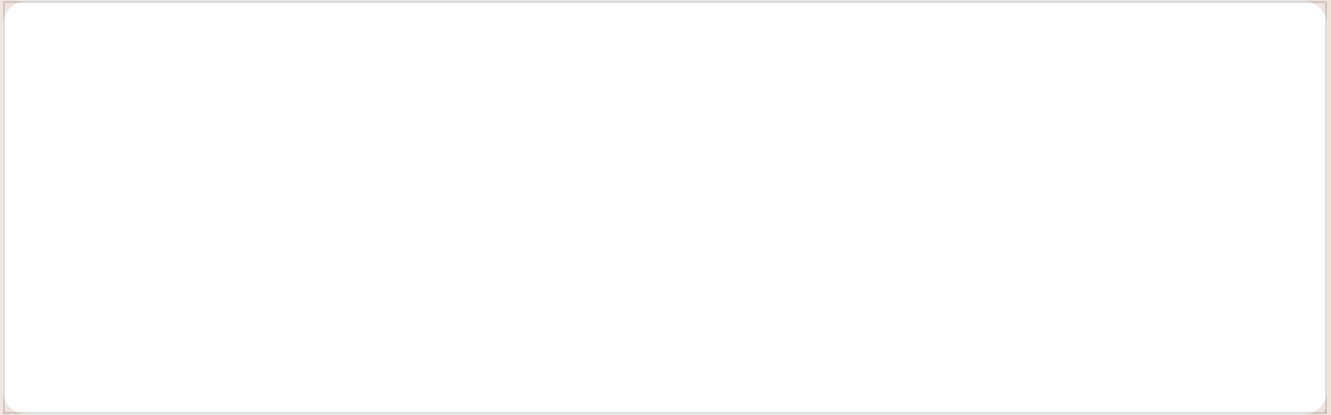
Who is ready for greater responsibility?

What should move from "approval" to "informed" over the next 90 days?

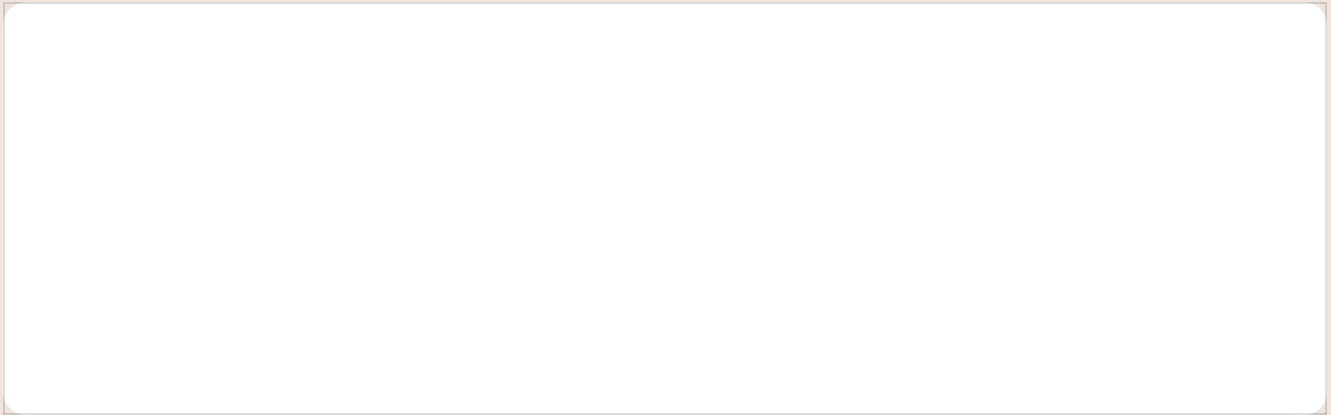
Every responsibility lives in one of three rows.

Complete this with your leadership team.

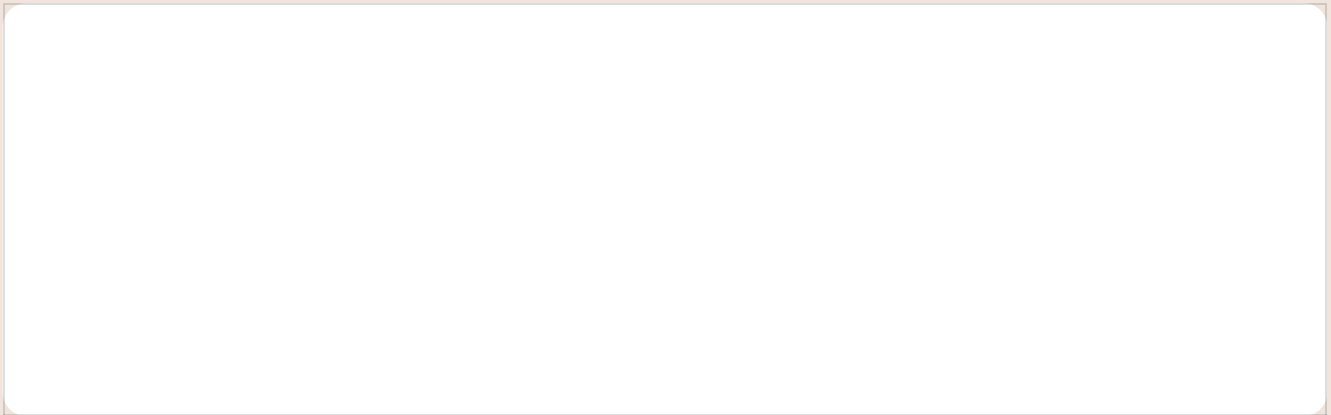
OWNED They own the process and have the ability to improve upon it.

A large, empty rectangular box with rounded corners, intended for listing responsibilities that are 'OWNED' by the leadership team.

INFORMED They loop you in on progress.

A large, empty rectangular box with rounded corners, intended for listing responsibilities that are 'INFORMED' by the leadership team.

APPROVED They bring it to you before they act.

A large, empty rectangular box with rounded corners, intended for listing responsibilities that are 'APPROVED' by the leadership team.

↑ This is a living document. Things move up over time.

Clarity starts with one person.

Mission, vision, values

Can I state them from memory? Where does my team see them lived, and where don't they?

One-on-ones

Are mine transactional (questions, approvals, loop-ins) or real: roadblocks, needs, growth?

Communication standards

Do my leaders know what's urgent, what can wait, and what happens after hours?

Meeting cadence

Which recurring touches actually move ownership forward, and which are status theater?

Define excellent. Define acceptable. Define below standard.

Pick one area of your business and write the standard so anyone could hold it without you.

Example (customer issues): excellent is a follow-up within 2 hours. Acceptable is within 24. Below standard is no follow-up at all.

EXCELLENT

ACCEPTABLE

BELOW STANDARD

Name it: The _____ Way.

Keep it intentionally simple.

We've listed an example in each row to get you started.

This week

Example: one decision
you'll stop making.

This month

Example: build the
Ownership Map with your
team.

Next quarter

Example: what moves
from approval to
informed.

NEXT STEP

You don't have to figure this out *alone*.

If you'd like help applying these concepts to your organization, book a Discovery Call. Together we'll map where your leaders sit today (owned, informed, approval) and create a practical roadmap for building leadership capacity.

Attendees who book by August 1st get a special offer.



SCAN TO BOOK

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