

51 skills built · 28 active in 6 weeks · the other 23 cycle in via sprints.

Week 0 — Pre-flight (*this weekend · 2-3 hrs Tom solo*)

Three Tom-fills templates gate every downstream skill. Until these are filled, Pricing/Marketing/Hiring skills run on placeholder data.

- `_foundation/jalbar-config.md` — overhead % · charge-out rates · daily site cost · hourly value · margin & GP targets
- `_foundation/marketing-pillars-and-usp.md` — 1-line USP + 8 pillars
- `_foundation/employee-value-proposition.md` — 10 EVP dimensions

THE 6 WEEKS

WEEK 1	<p>Cash + site discipline</p> <p>speed-to-lead · variations-process · site-box-checklist · friday-update · standard-schedule</p>	<p>ANCHOR OUTCOME</p> <p>Jo running Speed-to-Lead by Friday · variation sign-off mandatory on current job · site box on every site · first Friday Updates sent · Tom's diary themed.</p> <p>Owners: Jo · Nick · Tom</p>
WEEK 2	<p>Operating rhythm</p> <p>game-plan · sprint-board · weekly-scorecard · toolbox-agenda · triage-call-prep</p>	<p>ANCHOR OUTCOME</p> <p>90-day Game Plan on the wall · Sprint #1 cycling · Monday stand-up + Friday review locked in the calendar · scorecards live for Jo + Nick.</p> <p>Owners: Tom + Jo</p>
WEEK 3	<p>Money under control</p> <p>overhead-calculator · break-even · wip-snapshot · estimate-2nd-pair-of-eyes · invoice-generator · debtor-followup</p>	<p>ANCHOR OUTCOME</p> <p>Break-even number known · WIP for every active job · no quote leaves without 2nd-pair sign-off · debtor cadence (2/9/16/23) running.</p> <p>Owners: Tom + Jo</p>
WEEK 4	<p>Sales engine</p> <p>action-plan · wow-pack · lead-magnet · 1-percent-referral · offer-generator</p>	<p>ANCHOR OUTCOME</p> <p>Branded Action Plan PPTX ready · Wow Pack assembled · Lead Magnet live · 1% referral program launched to past clients.</p> <p>Owners: Tom (Jo supports)</p>
WEEK 5	<p>Team OS</p> <p>rules-of-game · employee-handbook · org-chart · psr-coaching-pack · office-manager-onboarding</p>	<p>ANCHOR OUTCOME</p> <p>Rules of the Game signed · OM Master SOP formalised for Jo · org chart with 6/12-month progression visible.</p> <p>Owners: Tom + Lee/Jo/Matt</p>
WEEK 6	<p>Alignment + marketing flywheel</p> <p>same-page-plan · vision-snapshot · social-calendar · directors-video-script · marketing-diagnostic</p>	<p>ANCHOR OUTCOME</p> <p>Same Page Plan delivered to team (BBQ/breakfast) · Vivid Vision written · Q1 social calendar live · Director's video posted.</p> <p>Owners: Tom (preview with Lee/Jo/Matt first)</p>

Two ground rules. 1 · No skips on Week 1 — Speed-to-Lead + Variations + Friday Update change client perception inside a week. 2 · Sprint Board owns the rest — don't run everything in parallel.

Exit criteria — "Compressed Rollout Complete"

- 3 foundation templates filled (config · pillars · EVP)
- 90-day Game Plan on the wall
- 3 sprints cycled (Sprint Board live)
- Speed-to-Lead running as habit (Jo owns)
- Variations: every change-of-scope through the form first
- WIP + back-cost in monthly rhythm
- Debtor follow-up cadence (2/9/16/23) running
- Weekly Scorecards for Tom + Jo + Nick
- Same Page Plan delivered to the team
- Vivid Vision authored
- Action Plan template + Wow Pack used on next quote
- Rules of the Game signed by everyone

SPRINT BOARD BACKLOG — CYCLE IN AFTER WEEK 6

Section 1-3 · Marketing & Sales

deepen the funnel

- dream-100
- keep-warm
- lead-revive
- website-audit
- marketing-diagnostic refresh

Section 4 · Pricing

go deeper on the numbers

- hire-impact-calculator

Section 5-6 · Leadership & Team

scale the people side

- job-ad-generator
- hire-va
- leadership-hierarchy
- sop-builder (per delegated task)

Section 7 · Projects

tighten site execution

- foreman-briefing
- standup-recap
- precon-compliance
- qc-checklist
- po-generator

Section 8 · Business

financial mastery — quarterly cadence

- 5-star-audit
- back-costing
- cashflow-forecast
- fast-cash-30-day (emergency-only)
- fathom-monthly-summary

Critical path — what unlocks what

1. **Foundation (Week 0)** unlocks → Pricing, Marketing, Hiring skills. Without filled config, downstream skills use placeholder values.
2. **Week 1 disciplines** are low-build / high-impact — Jo can run Speed-to-Lead with one SOP, variation form is already shipped, Friday Update is one templated email.
3. **Week 2 cadence** creates the operating rhythm the rest of the rollout depends on — Sprint Board is how everything from Week 7+ gets prioritised.
4. **Weeks 3-4** compound: better pricing + better sales conversion = revenue lift to fund the team build in Week 5.
5. **Weeks 5-6** are the team alignment moment — Rules signed, Same Page Plan delivered, Vivid Vision authored. The team can now run without Tom in the room.
6. **After Week 6**, Tom's role shifts: less doing, more reviewing. The Sprint Board picks the next 3-4 priorities every fortnight from the backlog above.

How to use this page

1. **Print A4 · pin next to your A-Z poster.** Tick each week as complete. Tape the Anchor Outcome line at eye-level.
2. **At end of each week**, open Cowork & say "Review Week N of the compressed pathway — what's complete, what's slipped?"
3. **If a week slips**, don't compress the next one — push the slipped item to Sprint #1 / #2 of the backlog.
4. **Open _dashboard.html** for live tracking of which skills are shipped vs designed.
5. **Foundation never gets skipped.** Even if pre-flight slips, Week 1 disciplines can still run — but Weeks 3 and 5 will be diluted without filled config + EVP.