

# Systems Playbook - Constraint Pyramid Edition

Do the basics first. Fix the base before you add demand.

## How to use this playbook

- Pick the lowest layer with a problem and fix that first.

- One la

### Layer 1: Operations

- Steps are written and followed the same way every time.

- One ov

### Layer 2: Money

- We know profit per service or job.

- We kno

### Layer 3: Systems

- Work lives in one system, not in chats or side docs.

- Data is

### Layer 4: Positioning

- We can say what we do, for whom, and why us in one sentence.

- Promis

### Layer 5: Website

- Visitors know what we do and the next step in seconds.

- Forms

## **Layer 6: Scale (last)**

- If demand doubles, we know what breaks and how to fix it.

- Hiring,

## **Metrics that matter**

- Speed: cycle time and wait time between steps.

- Quality

## **30-day rhythm**

- Week 1: Score the layers; pick one bottleneck; map the real steps.

- Week 2

## **Stop / Start**

- Stop: adding tools to fix unclear work; selling work with unknown margin.

- Start: p

## **Owners and accountability**

- DRI: \_\_\_\_\_

- Approv