

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