CHAPTER 7 · THE SYSTEM, RUNNING

Is your system running?

Six yes-or-no questions. Answer them honestly, then pick one "no" to fix first.

01	Could someone new on the work find your number, your buyer and your plan in one place on their first day?	☐ Yes	☐ No
02	Could you see last month's marketing revenue right now, without asking anyone to build a report?	☐ Yes	☐ No
03	Did a monthly review happen last month, on schedule?	☐ Yes	☐ No
04	Do you know whether last quarter's forecast was right?	☐ Yes	☐ No
05	Could you list the last three things you tried and what each one taught you?	☐ Yes	☐ No
06	If you handed an AI tool everything it needs to know about your business, is it written down anywhere?	☐ Yes	☐ No

The "no" you'll fix first

Which one, and who owns it

Fixed by

WHAT A "NO" MEANS

Every "no" is a part of the system that isn't connected yet. **None of this needs special software.** It needs one owner, one place, and the habit of running it every month.