Growth Recon

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Optimize Toolkit

Build the system that keeps it working.

01 Operating Rhythm

☐ **Defined key metrics for each role**

The CMO needs different data than the content manager. Map metrics to roles, not to dashboards.

☐ **Mapped each metric to the specific decision it informs**

If a metric doesn't inform a decision, it's noise. Every metric earns its spot or gets removed.

☐ **Designed daily reporting format (blockers/priorities only)**

Two minutes per person, max. What's stuck? What needs unblocking? No status updates.

☐ **Designed weekly decision meeting format with required outputs**

What did the data say? What are we changing? Every meeting ends with assigned actions, not general agreement.

☐ **Designed monthly strategy review format tied to quarterly goals**

Are we tracking? Do goals still make sense? What did we learn that changes our approach?

☐ **Eliminated all status-update-only meetings**

If it's just 'what did you do this week?' - that's an email. Meetings produce decisions or don't exist.

☐ **Created meeting template with required outputs (decisions/actions)**

Agenda pre-sent, decisions to be made listed, actions assigned, outcomes recorded. Every time.

☐ **Assigned metric ownership - one person per metric, no shared responsibility**

Shared responsibility = no responsibility. One person owns each number. They know why it moved.

☐ **Built dashboard accessible to all relevant roles**

Transparency enables accountability. When everyone can see the numbers, behavior changes.

☐ **Scheduled 30-day review of rhythm effectiveness**

The rhythm itself needs evaluation. Is it driving decisions? If not, adjust. The system optimizes itself.

> **COMMON TRAP**
> Weekly meetings where tasks 'roll over' for 3+ weeks. Rolling tasks = either not important (kill), person is blocked (unblock), or no accountability (fix).

02 Process Design

- [ ] **Inventoried all existing processes (documented and undocumented)**

  Ask the people doing the work, not the people who wrote the documents. There's always a gap between policy and practice.

- [ ] **Identified which processes are actually followed vs. ignored**

  Be honest. A process ignored for 6+ months isn't a process - it's documentation theater. Count it as such.

- [ ] **Eliminated all unused processes - removed from documentation**

  Fewer enforced processes beat a library of ignored ones. Every process you keep must earn its existence.

- [ ] **Designed new processes passing all 3 tests (simple, trackable, accountable)**

  Simple: explain in 2 sentences. Trackable: see compliance without asking. Accountable: consequence for non-compliance.

- [ ] **Documented in a single accessible location the team already uses**

  Put SOPs where the work happens - in the project management tool, not in a shared drive nobody opens.

- [ ] **Trained team on new processes by doing, not by reading**

  Run the process together. Learning happens in doing, not in reading a document.

- [ ] **Set up compliance tracking that doesn't require manual reporting**

  If you have to survey people to know if a process works, it's not trackable. Build visibility into the workflow.

- [ ] **Scheduled 30-day process review to catch what's not working**

  New processes break. Schedule the review now so fixes happen before bad habits form.

> **COMMON TRAP**
>
> Implementing a project management tool and calling it 'process.' A tool is not a process. Process is who does what, when, how it's tracked, and what happens when it's not done.

03   Testing Discipline

☐ Created test template with hypothesis/metric/timeline/decision rule

Every test needs all four before it runs. Can't fill them? You're not ready to test - you're guessing.

☐ Built prioritization matrix scoring impact x ease

High impact + low effort runs first. Low impact + high effort dies. No emotional attachment to pet ideas.

☐ Scored all pending test ideas - killed low-impact/high-effort ones

Be ruthless. A long list of mediocre tests wastes more time than testing nothing at all.

☐ Ran top-priority test with full framework applied

Walk the walk. Run one test with all four elements. Document what happens. Set the standard.

☐ Documented results and learnings in standard format

What ran, what happened, what we decided, what we learned. Four sections. Every time.

☐ Created searchable test archive accessible to the team

Prevents re-running failed experiments because nobody remembers the last attempt.

☐ Trained team on test process - no tests run without the template

The template is the minimum bar. If it can't be filled out, the test isn't ready.

☐ Established monthly test review cadence to assess pipeline and results

Review what ran, what's coming, and what the cumulative learnings tell you. Compound knowledge.

> **COMMON TRAP**
> Running A/B tests without enough traffic. 200 visits/month needs 3-6 months for significance. Test big things on high-traffic pages. Test details only when you have volume.

04 Framework Reapplication

☐ **Scheduled quarterly mini-audit dates for the next 12 months**

One hour per RECON stage, once per quarter. Five hours total. Catches drift before it becomes damage.

☐ **Assigned mini-audit ownership - one person drives each quarterly review**

Without an owner, it won't happen. Assign it. Put it on the calendar. Make it non-negotiable.

☐ **Created trigger list for immediate reapplication events**

New competitor, major algorithm change, leadership change, M&A, market shift - don't wait for the quarterly check.

☐ **Scheduled annual full reapplication on the calendar**

New ICP data, new language audit, new adversarial assessment. Last year's Bible is last year's truth.

☐ **Documented what changed since the last audit cycle**

Track the delta. What's different now? This creates institutional memory and trend awareness.

☐ **Updated The Bible with new findings from each review**

The Bible is a living document. If it's not updated, it becomes historical fiction.

☐ **Reviewed and updated adversarial assessment with current threats**

Threats evolve. New competitors emerge. Dependencies shift. Check every quarter.

☐ **Communicated all changes to stakeholders - no silent updates**

Silent updates breed confusion. When something changes, tell everyone who needs to know.

> **COMMON TRAP**
>
> Treating the initial RECON engagement as 'done.' The framework is a loop, not a line. Skip reapplication and watch gains decay within 6-12 months.