CHAPTER 22 IMPLEMENTATION STANDARD • TELEMETRY NERVOUS SYSTEM

SOP-CH22-SCORECARDS

The 4 Measurement Scorecards Telemetry Implementation SOP

Comprehensive Standard Operating Procedure to audit and log the 4 Core Diagnostic Scorecards: Build Velocity, Publishing Signal, Pipeline Conversation, and Forensic Revenue Telemetry.

SOP ID	AUDIT FREQUENCY	CORE METRICS	REVIEW DURATION
SOP-CH22-SCORECARDS	Weekly (Sunday 17:00)	4 Master Scorecards	30 Minutes

1. THE 4 SCORECARDS FRAMEWORK & MATHEMATICAL STANDARDS

TELEMETRY SUITE

Operating without telemetry is flying blind in commercial fog. This SOP codifies the four scorecard audits that give you mathematical clarity over every rupee, conversation, and hour invested in your coaching enterprise.

SCORECARD	PRIMARY DIMENSION	KEY TELEMETRY METRICS	HEALTHY BENCHMARK
Scorecard 01	Build Velocity	Deep Build Hours logged, Assets deployed	6.0 Hours / Week (100% completion)
Scorecard 02	Publishing Signal	S-T-O-R-Y-X™ posts, Engagement depth	3 Authority Posts / Week; 10+ leads
Scorecard 03	Pipeline Velocity	Triages initiated, Surgeries booked	15 Triages / Week; 3 Calls booked
Scorecard 04	Forensic Revenue	Cash collected, Net take-home margin	₹3L+ Monthly Collected; 90%+ Net Margin

2. STEP-BY-STEP SUNDAY TELEMETRY LOGGING PROTOCOL

WEEKLY AUDIT

Execute this 5-step ritual every Sunday at 17:00 to close the week's operational books:

01 **Time Telemetry Reconciliation**

Review your calendar and log actual hours spent across Build, Pipeline, and Delivery. Verify compliance with the 15-hour ceiling.

02

Content & Signal Verification

Record impressions, inbound comments, and direct message inquiries generated by your 3 weekly authority posts.

03

Pipeline Triage Conversion Audit

Calculate your conversion ratios: Inquiries -> Triages -> Surgery Calls Booked -> Enrolled Clients.

04

Forensic Cash & Margin Calculation

Log actual wire transfers and Stripe payments collected. Deduct minimal software costs to confirm 90%+ net margin.

05

Monday Sprint Ratification

Identify the primary bottleneck from the 4 scorecards and define Monday's 09:00 Deep Build task to fix it.

THE MATH OVER EMOTION LAW

Never allow feelings of fatigue or euphoria to dictate business strategy. If revenue dipped, the math will reveal exactly whether the leak occurred in Signal, Triage, or Surgery.