MASTER TOOLKIT • APPENDIX D

The 4 Telemetry Scorecards & Audit Memo

Printable operational scorecards and executive memo templates to maintain clinical operational governance every Friday at 12:30 PM.

SCORECARD 01: Build (Velocity)

BUILD VELOCITY

Weekly Metric Monitored: Proprietary intellectual assets codified
Target Threshold: 1 core proprietary asset / week
Measurement: Did you document a repeatable framework, SOP, or teardown that compounds business enterprise value?

SCORECARD 02: Publish (Cadence)

PUBLISH CADENCE

Weekly Metric Monitored: S-T-O-R-Y-X™ essays published on LinkedIn
Target Threshold: 3 essays / week
Measurement: 100% adherence to the 8-element spine (Hook, Story, Problem, Agitate, Reframe, Solution, CTA) without vanity posting.

SCORECARD 03: Conversation (Flow)

CONVERSATION FLOW

Weekly Metric Monitored: Qualified 2-question DM triage initiated
Target Threshold: 15 triages / week
Measurement: Meaningful consultative interactions initiated from organic waterholes into conversational diagnostic pipeline.

SCORECARD 04: Revenue (Retained)

REVENUE RETAINED

Weekly Metric Monitored: Upfront capital collected & retained net margin
Target Threshold: 85%+ net margin
Measurement: Upfront fees collected via automated mandate with zero accounts receivable or payment chases.

EXECUTIVE MEMO TEMPLATE: The Friday Telemetry Memo (Send at 3:30 PM)

CLIENT MEMO

“To: [Client Executive Team] • Date: [Friday Date]
1. ASSETS DEPLOYED THIS WEEK: [List 2–3 specific deliverables pushed live].
2. TELEMETRY & COMMERCIAL METRICS: [List measured performance lift, e.g., CAC drop, conversion lift, or team sprint velocity].
3. NEXT WEEK STRATEGIC HORIZON: [State the single primary priority for the upcoming sprint].
Have a restorative weekend. We advance on Tuesday at 9:00 AM.”

THE TELEMETRY AXIOM

When telemetry is measured weekly, self-doubt evaporates. You no longer manage your enterprise by emotional approximation; you govern by undeniable mathematical truth.

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