

CHAPTER 10

What now? - Action Strategy - Execution Discipline: Creating an Automated Rhythm for Consistent Growth

What	Hard-Install Daily Huddles as the Non-Negotiable Pulse of the Organisation
Why	This step creates daily alignment and immediate visibility into system failures.
Background	Daily Huddles are described as the organisation’s “nervous system” and the most vital meeting for scaling. They must be short, standing, and strictly focused on the three questions: yesterday’s progress toward WIGs, today’s #1 priority, and blockers.
How	Mandate 10–15 minute standing huddles for every team. Require strict adherence to the three-question format. Track recurring blockers; if the same blocker appears three days in a row, treat it as a process failure, not a people failure. Train leaders to observe patterns, not solve problems in the huddle.

What	Enforce Weekly Reviews as the Engine of Tactical Alignment and SOP Evolution
Why	This step ensures that problems are solved permanently, not repeatedly.
Background	Weekly Reviews are the bridge between daily execution and quarterly strategy. The chapter emphasizes focusing on Leading Indicators and turning blockers into SOP updates.
How	Standardize a 60–90 minute weekly review agenda across all teams. Review Leading Indicators first (e.g., demos booked, leads generated). Assign owners and deadlines for every blocker raised. Require Operations to update SOPs after each resolved blocker.

What	Institutionalize Quarterly Planning as the Strategic Reset Mechanism
Why	This step ensures the organisation grows efficiently, not just quickly.
Background	Quarterly Planning is the deliberate interruption that prevents drift and ensures WIGs remain aligned with market reality.
How	Block a full day each quarter for reflection and WIG setting. Review market validation, profitability, and operational durability. Set 3–5 new WIGs based on insights, not intuition. Stress-test each WIG against unit economics and capacity.



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What	Anchor the Organisation With Annual Visioning to Maintain Long-Term Coherence
Why	This step prevents strategic drift and keeps the organisation future-proof.
Background	Annual Visioning is the zoom-out moment that ensures the “North Star” remains accurate as the environment changes.
How	<p>Conduct a 2–3 day annual retreat for Vision, Mission, and long-term goals.</p> <p>Integrate scenario planning and competitive warfare analysis.</p> <p>Re-communicate the Vision across the organisation in simple, inspiring language.</p> <p>Align annual budgets and resource allocation with the long-term direction.</p>
What	Build Execution Discipline Into the Culture Through Leadership Modeling and Delegation
Why	This step distributes execution ownership and ensures the rhythm survives beyond the founder.
Background	The chapter states: “If you skip the rhythm, you are telling the team that discipline is optional.” Execution Discipline must be modeled, delegated, and continuously optimized.
How	<p>Require leaders to attend and model all rhythm meetings.</p> <p>Train middle managers to run Daily Huddles and Weekly Reviews.</p> <p>Institutionalize the Five Whys for root-cause analysis.</p> <p>Audit all meetings quarterly and retire anything not tied to WIGs or Velocity.</p>
Closing Thought	It builds a system where daily alignment, weekly problem-solving, quarterly strategy, and annual direction work together to create a self-reinforcing execution engine.

