

CHAPTER 15

What now? - Velocity - Technology Leverage and Automation in Scaling

What	Automate All Repetitive, Rule-Based Work Within 90 Days
Why	This step creates immediate capacity and removes the operational drag that slows scaling.
Background	The chapter states that anything done manually more than twice a week must be automated. This step frees A-players from Busy Work and shifts the organisation toward Velocity Work.
How	<p>Identify the top 10 repetitive processes across Sales, Marketing, Operations, and Finance.</p> <p>Automate onboarding, invoicing, reporting, follow-ups, and internal approvals using workflow tools and bots.</p> <p>Build self-service portals for customers and employees to reduce manual intervention.</p> <p>Document every automated process as a new SOP to eliminate heroic effort.</p>

What	Build a Scalable, API-First Digital Backbone
Why	This step creates the technical foundation for speed, resilience, and global expansion.
Background	The chapter emphasizes cloud migration, modular architecture, and real-time data pipelines as the infrastructure of hypergrowth.
How	<p>Migrate all core systems (CRM, ERP, PM tools) to cloud platforms with elastic scaling.</p> <p>Implement an API-first architecture so systems integrate seamlessly and eliminate manual data transfer.</p> <p>Build real-time data pipelines to ensure dashboards update instantly, not weekly.</p> <p>Establish governance: OKRs/V2MOM, decision rights matrices, and SOPs to ensure infrastructure supports execution.</p>

What	Deploy Predictive Analytics and AI to Drive Smarter, Faster Decisions
Why	This step shifts the organisation from reactive to predictive leadership.
Background	The chapter positions AI as the ultimate leverage for Leading Indicators and customer insight.
How	<p>Use predictive analytics to forecast demand, churn, pricing elasticity, and customer needs.</p> <p>Implement personalization engines to deliver 1:1 experiences at scale.</p> <p>Automate lead scoring, routing, and qualification to accelerate Sales Velocity.</p> <p>Build feedback loops (pulse surveys, post-mortems) to refine AI models and automation continuously.</p>



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What	Institutionalize a Culture of Digital Innovation and Experimentation
Why	This step ensures technology becomes a living part of the culture—not a one-off project.
Background	Technology only scales when the culture embraces experimentation, learning, and rapid iteration.
How	<p>Launch digital skills training for all teams to ensure tools are used effectively.</p> <p>Establish a monthly Tech Review where teams present how they used tools to streamline Weekly Action Points.</p> <p>Encourage “fail fast, scale fast”: pilot new tools, scale what works, discard what doesn’t.</p> <p>Build a feedback-driven environment that rewards accountability, growth, and ethical leadership.</p>

What	Build Data Moats and Zero-Touch Workflows to Create Defensible Advantage
Why	This step transforms technology into a strategic weapon that compounds over time.
Background	The chapter highlights that data and systemized service are the most powerful competitive moats.
How	<p>Ensure all customer interactions flow into systems you own—creating proprietary insight competitors cannot replicate.</p> <p>Build zero-touch workflows for routine tasks to eliminate human error and accelerate execution.</p> <p>Use operational speed (delivery time, onboarding time, support response time) as a market differentiator.</p> <p>Tie every automation initiative to a Leading Indicator (e.g., Time-to-Onboard, LTM Ratio, Cost-to-Serve).</p>

Closing Thought	You don’t buy software—you buy time and precision, and that time must be reinvested into Velocity Work, customer relationships, and strategic growth.
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