

CHAPTER 7

What now? - Resources - Sustaining Momentum: Building a Company Culture That Never Stops

What	Hard-Install Non-Negotiable Habits Across All Teams
Why	This creates the automaticity required for sustained momentum.
Background	The chapter states: “Momentum begins with habits... You must stop relying on motivation and instead build on discipline and systematic structure.” This step forces the organisation to operate on rhythm, not adrenaline.
How	Daily Huddles (15 minutes max) become mandatory for every team. Weekly Reviews become fixed, structured, and KPI-driven. Cultural Check-Ins become a standard agenda item in weekly meetings. Quarterly Planning and Reflection days are scheduled for the entire year.

What	Build a Unified Metrics System Focused on Leading Indicators
Why	This step creates foresight and prevents stagnation.
Background	The chapter emphasises: “Habits create action, but KPIs create visibility.” This step ensures the organisation sees friction early and corrects before momentum stalls.
How	Identify the 5–7 leading indicators that predict success for each function. Add cultural metrics (e.g., engagement, delegation speed) to track organisational health. Review leading indicators weekly in every team’s rhythm. Build dashboards that make progress and drift visible to everyone.



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What	Institutionalise Quarterly Reflection and Systemic Learning
Why	This step transforms experience into predictable improvement.
Background	The chapter states: “Momentum is not just about moving forward; it is about learning along the way.” This step ensures the organisation continuously improves rather than repeats mistakes.
How	Conduct quarterly reflection sessions tied to WIGs (Wildly Important Goals). Diagnose slowdowns using the Systemic Coaching Lens: system flaw, resource gap, or leadership blockage. Document insights and convert them into updated SOPs or new playbooks. Assign owners to each improvement and track progress in the next quarter.

What	Create a Continuous Improvement Engine That Evolves Systems Monthly
Why	This step ensures the organisation evolves faster than the complexity it creates.
Background	The chapter warns: “Prevent Execution Frameworks from becoming a bureaucratic burden... adapt or eliminate what no longer creates Velocity.” This step keeps the organisation agile and prevents entropy.
How	Launch monthly system audits to identify outdated processes. Pilot new processes in small teams and scale only what works. Establish Change Champions to drive iteration and adoption. Require every team to propose one improvement per month.



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What	Execute the 30/60/90 Rollout Plan With Discipline and Visibility
Why	This step ensures momentum becomes structural, not episodic.
Background	The chapter provides a clear implementation roadmap. This step forces execution, not theory.
How	<p>First 30 Days — Foundation</p> <p>Daily Huddles live. Weekly KPI tracking begins. Draft the Operational Accountability Chart (OAC). Pilot the Skills Matrix. Define 3–5 core cultural behaviors. Launch the “frog-first” habit.</p> <p>Days 31–60 — Expansion</p> <p>Expand OAC to all functions. Run the Motivation Drivers & Killers Workshop. Implement formal coaching 1:1s. Finalize Role Blueprints. Launch Change Champions and sprint cadence.</p> <p>Days 61–90 — Institutionalisation</p> <p>Quarterly WIGs go live. Scale the Skills Matrix across the organisation. System Architect shifts time allocation to system design and improvement.</p>

Closing Thought It embeds habits, metrics, reflection, and evolution into the company’s operating system, ensuring that progress becomes automatic, sustainable, and independent of founder energy.

