HYBRIDANCHOR

THE EOS SCORECARD HYBRID ANCHOR ACTUALLY USES

NOT A THEORY SHEET.

These are the 12 weekly numbers our leadership team reviews every Monday, plus the three we look at to judge the health of the whole business.

HOW IT'S BUILT

Health Indicators **3**

Pipeline, recurring revenue and runway. Read first, discussed only when they move.

Weekly numbers **12**

Across Sales, Marketing, Operations and Finance. Each has one owner and one target.

Minutes **5**

To review it in the weekly meeting. On track or off track. No debate here.

THE THREE HEALTH INDICATORS

/// Weighted pipeline

Value of every open deal multiplied by its chance of closing. Tells us what the next quarter looks like.

/// Monthly recurring revenue

Retainers and support contracts. The floor the business stands on before a single new deal.

/// Cash runway

Months of costs covered by cash in the bank. The number that decides how bold we can be.

THE RULES THAT MAKE IT WORK

[01] Monthly recurring revenue

Shared ownership means no ownership. Every row has a single name next to it.

[02] Weekly, not monthly

Shared ownership means no ownership. Every row has a single name next to it.

[03] Red goes to the issues list

Off-track numbers aren't argued over in the review. They go straight to Identify, Discuss, Solve.

[04] Lead numbers drive lag numbers

Revenue is the result. Approaches, meetings and proposals are what we can change this week.

[05] Watch 13 weeks, not one

One red week is noise. Three in a row is a trend worth solving.

[06] Set targets from history

Start from your average over the last quarter, then stretch. A target nobody believes is ignored.

[THE 12 WEEKLY NUMBERS]

HYBRID ANCHOR WEEKLY SCORECARD

LEAD activity we control this week **LAG** the result it produces

SEAT	METRIC	TYPE	WHAT WE COUNT	EXAMPLE TARGET
Sales Sales (John)	Personalised Approaches	LEAD	Tailored outreach to named target prospects. Mass emails don't count.	25 or more
	Discovery Meetings	LEAD	First conversations with prospects who fit our client profile.	5 or more
	Qualified Proposals	LEAD	Proposals sent where need, budget and timing are confirmed.	3 or more
	New Business Won	LAG	Value of work signed this week	£7,500 or more
Marketing Marketing	Content Pieces Published	LEAD	Posts, articles, videos and case studies that went live.	5 or more
	Inbound Enquiries	LAG	New enquiries that came to us rather than from outreach.	5 or more
	Marketing Qualified Leads	LAG	Enquiries that fit our profile and are passed to Sales.	3 or more

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SEAT	METRIC	TYPE	WHAT WE COUNT	EXAMPLE TARGET
Operations Integrators/ Operations	On-Time Delivery	LAG	Share of milestones delivered on the agreed date.	90% or more
	Project Scope Readiness	LEAD	Share of projects starting this week with a signed-off scope.	100%
	Within Estimated Hours	LAG	Share of completed work that landed inside its estimate.	90% or more
Finance Finance (Fractional CFO)	Cash Collected	LAG	Money actually received this week, not invoiced.	£7,000 or more
	Overdue Invoices Over 30 Days	LAG	Total value of invoices more than 30 days late.	£5,000 or less

[HOW A RED NUMBER BECOMES AN ACTION]

Say discovery meetings come in at 4 against a target of 5, and personalised approaches at 20 against 25. In the review that's two lines: off track, off track. In the issues section the team looks at them together, because fewer approaches is the likely reason for fewer meetings. The fix is an activity commitment for next week, not a revenue promise.

[YOUR TURN]

YOUR WEEKLY SCORECARD

Start with our 12, cross out what doesn't fit, add up to three of your own. Fill in your target, then mark each week on or off track.

SEAT	METRIC	TARGET	WK1	WK2	WK3	WK4	WK5	WK6	WK7	WK8
Sales	Personalised Approaches									
	Discovery Meetings									
	Qualified Proposals									
	New Business Won									
Marketing	Content Pieces Published									
	Inbound Enquiries									
	Marketing Qualified Leads									
Operations	On-Time Delivery									
	Project Scope Readiness									
	Within Estimated Hours									
Finance	Cash Collected									
	Overdue Invoice Over 30 Days									
Your Own										

Owner for each seat: Sales _____ Marketing _____ Operations _____ Finance _____