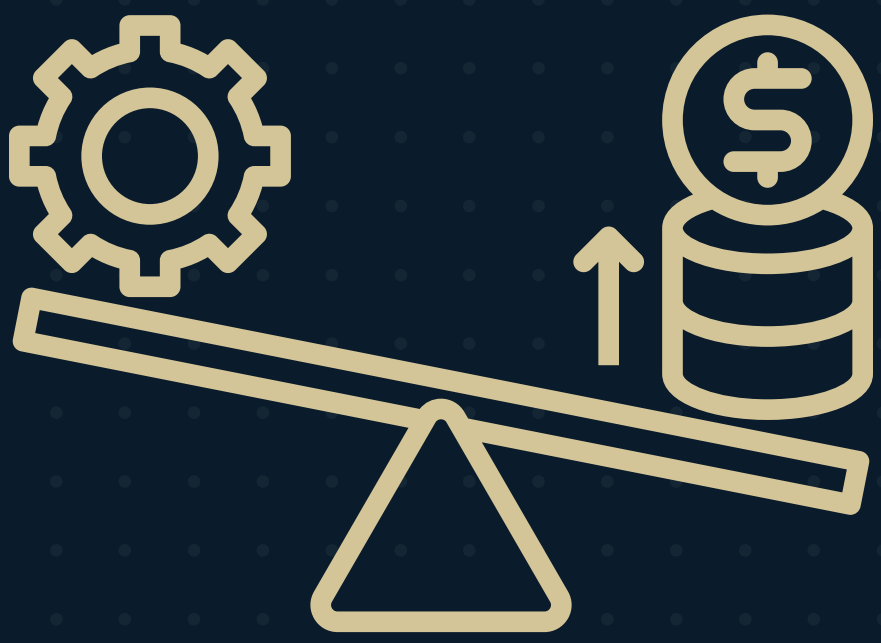
STRATEGIC PILLAR III

OPERATIONAL LEVERAGE



Disconnecting revenue from headcount.

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Strategy. Structure. Scale.

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THE LINEAR GROWTH TRAP

Zero Leverage. Profit margin stays flat despite growth.

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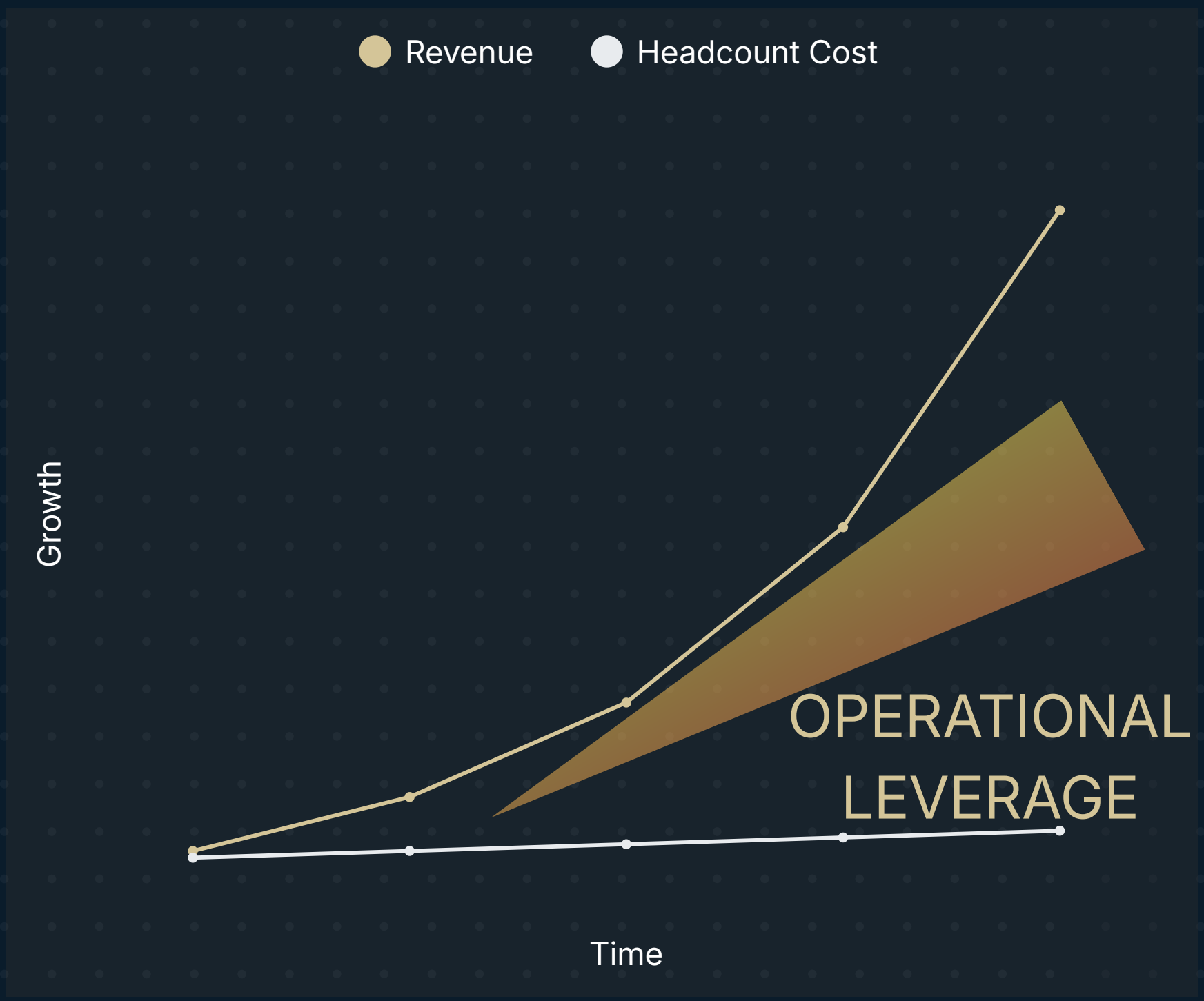
THE GOAL: OPERATIONAL LEVERAGE



Revenue scales. Complexity remains flat.

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THE E.A.D STACK: A SYSTEM FOR LEVERAGE

RAW TASKS

HIGH VALUE OUTPUT

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01. ELIMINATE

Most 'work' is just legacy motion. Before you optimize a process, ask if it should exist at all.

The Rule: Never automate something that can be eliminated.

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02. AUTOMATE

If a task is repetitive and logical, it belongs to software, not humans.

Examples: Invoicing, Data Entry, Onboarding Emails.

The Rule: Always automate repetitive and logical tasks.

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03. DELEGATE

If it requires human judgment, document the decision-making process into a Playbook.

The Rule: Delegate the outcome, not the task.

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