

OPERATIONAL LEVERAGE



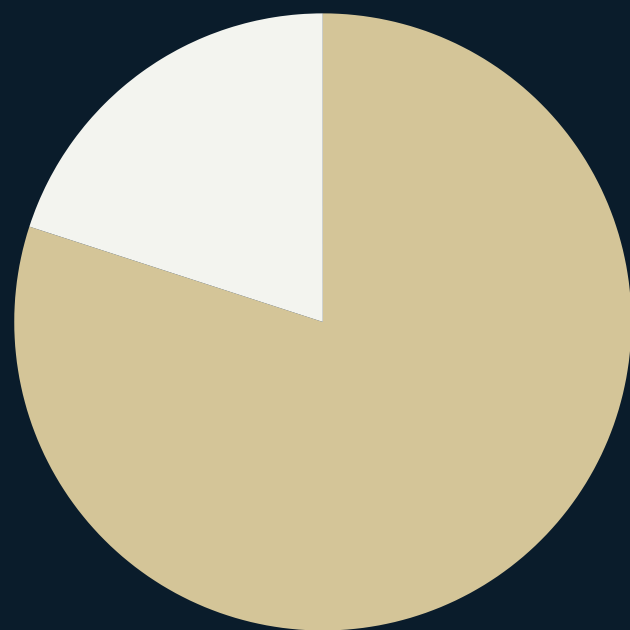
WHY MOST SOPs FAIL.

And the 3 rules to make them work.

✗ THE MISTAKE: Building for Exceptions.

✓ THE FIX: Standardize the 80%.

Ignore the tricky 20% (for now). Build the system for the 'Happy Path' - the 80% of transactions that go smoothly.



✗ THE MISTAKE: Writing Essays.

✓ THE FIX: Use Checklists.

Nobody reads a manual. Create 'Do this, then this' checklists. If a hire can't do it with the checklist alone, the checklist is broken.



✗ THE MISTAKE: Micromanagement.

✓ THE FIX: Delegate Ownership.

Don't just assign the task. Assign the outcome. A system that requires your constant approval is not a system. It's a leash.



THE SCALE LOOP

- **Map the Flow.**
- **Standardize the 80%.**
- **Create Checklists.**
- **Delegate Ownership.**

Is your business running on Systems or Heroes?