

THE SCALE MANIFESTO

CHAOS IS NOT A STRATEGY.

Structure does not slow you down. It allows you to move fast without crashing.

HERO MODE	SYSTEMS MODE
Founder solves the crisis manually.	The Playbook solves the crisis.
Knowledge lives in heads.	Knowledge lives in the repository.
Exceptions are the norm.	The 'Happy Path' is standard.
Output = Hours Worked.	Output = System Leverage.

