STAGE 5 GUIDE

Focus and execution

Sales $3M to $5M. From luisromero.com/business-stages.

The one thing: Run the week on purpose: one priority, one review, the right people in the right seats.

THREE MOVES FOR THIS STAGE

1. **One priority a week**
   Pick it Monday, say it out loud to the team, finish it. Everything else is maintenance.
2. **The twenty-minute Friday review**
   Revenue this week, jobs closed, jobs sold, one problem, one win. Same five questions every week. Write the answers down.
3. **Audit the seats and the spend**
   Every person: right seat, wrong seat, or no seat. Every cost: earning its keep or not. One change a month, on purpose.

YOU ARE THROUGH STAGE 5 WHEN

- [ ] This week's priority is written
- [ ] The Friday review happened
- [ ] One seat or cost was changed this month