



THE ONE FROM THE VIDEO

The Ownership Map

One row per seat. What they own, what winning looks like, where the decision goes when they can't make it. If you hesitate on a single cell, you just found the gap — that hesitation is the debt.

ROLE / SEAT	WHAT THEY OWN (OUTCOMES, NOT TASKS)	WHAT WINNING LOOKS LIKE (THE ONE MEASURABLE RESULT)	WHERE ESCALATION GOES (WHO DECIDES WHEN THEY CAN'T)
Sales Admin	Owens lead intake and assignment	Every lead assigned within 1 hour	Sales lead

This is 1 of 4 lenses. See all four scored together in The STACKED Operating System Self-Assessment.

If the gaps run deeper than one map, the next step is an operational assessment — a **free Diagnosis Call to look at it properly.**