

OPERATING MODEL

Map the Connected Revenue System

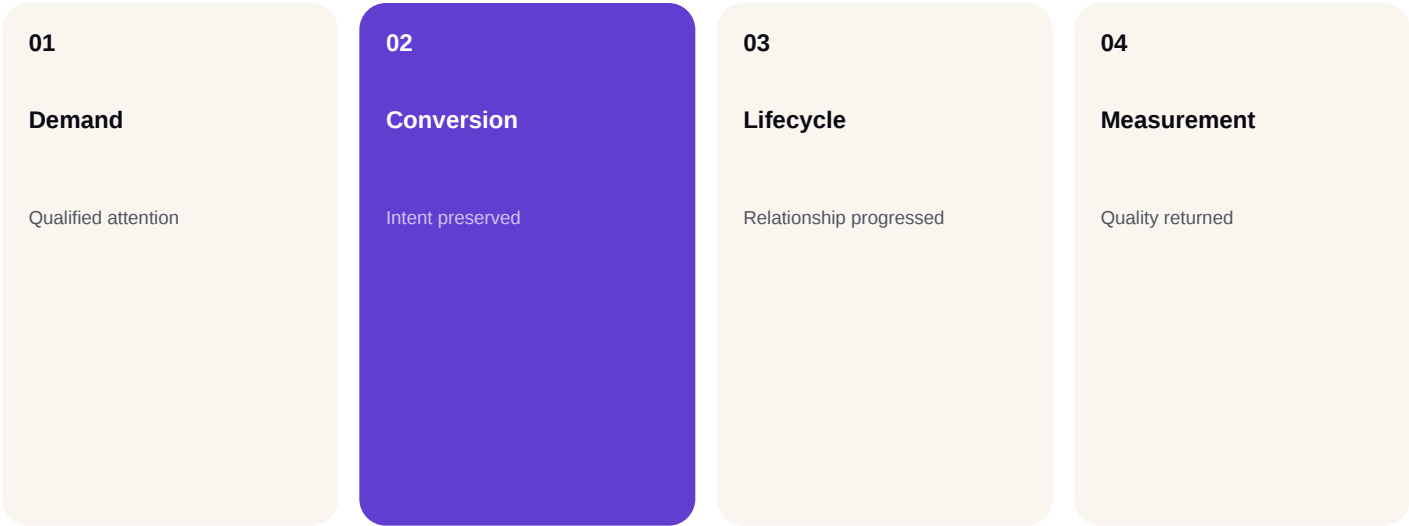
Connect demand, conversion, lifecycle, and measurement so each stage creates the signal required by the next.

USE THIS WHEN

Media, site, CRM, lifecycle, and reporting tell different stories.

LEAVE WITH

A handoff map with owners



Working note

Run the working session

Complete the steps in order. Capture disagreement, assign one owner, and put the next review date beside the decision.

- 01 Draw the stages using your actual customer motion.
- 02 Name the owner and system at every handoff.
- 03 Mark where identity, intent, or context disappears.
- 04 Fix the highest-value broken handoff first.

Decision record

CONSTRAINT OR DECISION

EVIDENCE

NEXT ACTION

OWNER

REVIEW DATE