

The Cadence Stack

One-Team Growth Engine · Rhythm Pillar · the operating rhythm on one page · oneteamgrowthengine.com

Rule: every cadence exists to produce **one decision**. No decision means it is a status update — make it an email. Fill the owner and the decision for each; delete the rows you don't run.

CADENCE	FREQUENCY	THE ONE DECISION IT PRODUCES	OWNER
1:1	Weekly	<i>(example) This week's focus activity — the person, not just the number</i>	AE mgr
Pipeline review	Weekly	Advance / hold / move-back per deal, on evidence only	
Forecast call	Weekly	The number we commit to leadership this week	
Friction review	Bi-weekly	The one activity friction we fix next, and who owns it	
Monthly business review	Monthly	What reallocates this month	
Internal QBR	Quarterly	Where next quarter's effort concentrates	

THE ROLLING FORECAST RULE

A healthy forecast moves in small, explainable week-over-week steps. A big jump the week before the board is the tell that it's fiction.

THE WEEK-2 TEST

Name the one leading indicator that, if it breaks this week, tells you the quarter is at risk — and the play that triggers when it does.

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