

ACCOUNTABILITY MAP STARTER

Find the Founder Bottleneck

Map who owns each stage of your business, so you can see exactly where you are still the system.

WHY THIS MATTERS

Until every stage of your business has an owner who is not you, you are the operating system. This map shows you exactly where the founder bottleneck lives, so you can start building your way out.

HOW TO USE THIS

- 1 List every stage of your Growth Engine (lead to signed client) and Fulfillment Engine (signed to delivered).
- 2 Assign one owner per stage, a name or a role. If you cannot name one, that is a gap. Write it down anyway.
- 3 Flag Power Stages: stages where a breakdown stops revenue or fulfillment. Mark Y for these.
- 4 Bring the completed map to your first session. It becomes the foundation for your Freedom Blueprint.

1. GROWTH ENGINE • LEAD TO SIGNED CLIENT

Stage	Owner (Name / Role)	Power Stage?	Notes
<i>Lead Qualification</i>	<i>Sales / Founder</i>	Y	<i>Leads come from LinkedIn only</i>

2. FULFILLMENT ENGINE · SIGNED CLIENT TO DELIVERED RESULT

Stage	Owner (Name / Role)	Power Stage?	Notes
<i>Kickoff & Onboarding</i>	<i>Ops Manager</i>	Y	<i>Founder currently handles this</i>

3. SUPPORT FUNCTIONS · FINANCE, HR, ADMIN, OTHER

Function	Owner (Name / Role)	Founder-Dependent?	Notes
<i>Finance / Bookkeeping</i>	<i>External CPA</i>	N	<i>Monthly close, no issues</i>



THE PART MOST FOUNDERS SKIP

Naming an owner is not the same as giving them authority. Most founders fill in this map, then keep approving every decision inside those stages anyway, so the map becomes theater and the bottleneck stays exactly where it was: on you. The map only works when the owner can make the call inside their stage without checking with you, and you stop being the escalation path. Assign the authority, not just the name.

WHAT A COMPLETED MAP TELLS YOU

Every stage with no owner, or with your name on it, is a place the business cannot run without you. Every Power Stage you own is a place a single bad week costs you revenue. Those two lists are your build order. Start where a breakdown hurts most.

YOUR FIRST 3 BUILDS · PULL THESE STRAIGHT FROM THE MAP ABOVE

Power Stage to hand off first	Who will own it	Authority they get	By when
<i>Lead Qualification</i>	<i>Sales Rep</i>	<i>Decide which leads to pursue</i>	<i>Jul 31</i>

NEXT

Build your first SOP for every Power Stage you flagged. Start with the Growth Engine.

Want this turned into your full operating system? Scan the code or visit freedomsystems.biz to book a 30-minute diagnostic.

