INDIEL.

A NOTE FOR A WORKING CONVERSATION

The launch readiness note

Use these questions with the people involved and the information available in your business. Keep the note with the decisions and return to it as circumstances change.

Establish the customer promise.

What is the customer buying, and what have you told them to expect after the sale?

Look at the capacity available.

What can the business deliver within that promise, and which assumptions does the plan depend on?

Name the person who owns delivery.

Who takes responsibility after the sale, and what information needs to reach them?

INDIEL.

A NOTE FOR A WORKING CONVERSATION

The launch readiness note

Agree when the plan needs reviewing.

Which evidence would tell you to revisit the pace, offer or delivery arrangements?

Decide who can respond.

Who can change the plan, what can they change and which exceptions need the founder?

Record the next conversation.

When will you review readiness together, and what needs to be resolved before then?