

Pod Rollout Playbook

For leadership: how to introduce the new Slack and ClickUp standard, train the team with real examples, and enforce it until it runs itself.

Aug 30, 2026 Audience: leadership + managers Pairs with: Pod Implementation Guide

01 • WHY

Why the change is happening

Today, each creator has two channels and everything else lives in one shared conversation. Strategy, design requests, launch fires, sales questions, and banter all compete in the same scroll. Decisions get made and then lost. Requests get seen and then forgotten. During simultaneous launches, the noise multiplies.

The cost is real: time spent scrolling for context, work that dies in DMs, and new people who take weeks to learn where anything is.

The fix is one standard with one test: a new hire can find the right conversation, its owner, the relevant decision, and the next action in under two minutes. Every rule in this rollout exists to make that true.

02 • SCOPE

What is changing and what is not

CHANGING	NOT CHANGING
Channels get renamed and organized by company, function, and temporary initiative	Your team, your manager, and who you work with
Work messages start with a label ([DECISION], [REQUEST], [BLOCKER], [UPDATE], [LEARNING])	The offers, funnels, and creators we serve
Commitments move to ClickUp the moment they have an owner and deadline	The CRM: it stays the source of truth for attribution and revenue
Sales post automatically to #sales-feed	How we celebrate (louder, if anything)
Launches get temporary channels that archive afterward	Message history: renamed channels keep every message and member

Roan's business pilots the full system for 30 days before it rolls to Ariel and Justin.

03 • DECISION TREE

Where does this go? (the one-pager)

The rule behind the tree: **send every message to the smallest room containing everyone required to act.**

Does it have an owner AND a deadline?

→ YES: create the `ClickUp` task FIRST, then keep reading:
post the link in the channel the conversation belongs to.

Does the creator or their team need to see or answer it?

→ YES: `#[name]-comms`

Is it live coordination for a launch that has a channel?

→ YES: `#launch-[creator]-[initiative]-[YYYY-MM]`

Is it about ONE creator's business (strategy, numbers, funnels, execution)?

→ YES: `#creator-[name]`

Is it craft, process, or useful across creators?

→ YES: `#team-[function]`

Is it sensitive (comp, hiring, disputes, deal terms, finance, legal)?

→ YES: `#private-[area]`

Does the whole company need it?

→ YES: `#announcements` (leadership posts only)

Is it praise? → `#kudos` · Is it a sale? → automated to `#sales-feed`

Is it social? → `#lounge`

Still unsure? → ask in `#team-ops`. A wrong guess costs nothing; redirects are friendly.

ClickUp and Slack are not either/or. ClickUp owns the commitment; Slack still owns the communication context. The task comes first so the link exists to post.

SITUATION	DO THIS	THEN POST HERE
Creator approval needed	Create the ClickUp task	Post the request in #roan-comms
Internal launch blocker	Create the ClickUp task	Post [BLOCKER] in the launch channel
Shared design request	Submit the Design Studio form	Discuss it in #team-design

Channel by channel

CHANNEL	USE IT FOR	NEVER FOR
#creator-roan (-ariel, -justin)	That business's strategy, numbers, funnel decisions, internal debate, day-to-day execution, cross-funnel decisions	External stakeholders; craft questions that apply to every creator
#roan-comms (-ariel, -justin)	Updates, approvals, requests, timelines, finalized decisions, next steps with the creator. Write as if the creator is reading it, because they are	Internal debate, unresolved disagreements, performance issues, compensation, sensitive strategy, blame
#launch-...-[YYYY-MM]	Internal launch coordination: assets, countdowns, day-of numbers, blockers	External stakeholders (they stay in -comms); anything after the postmortem (archive it)
#team-marketing	Craft and reusable learning across creators: ads, email, funnels, tests worth stealing	One creator's campaign execution
#team-design	Design coordination and feedback threads; the intake form link lives here	Requests via DM; requests without the form
#team-sales / #team-setters	Floor performance, objections, scripts, call reviews, show rates	A specific creator's launch coordination (launch channel)
#team-ops	Systems, tools, access, "where does this go?", channel proposals	Sensitive people/finance matters (private channels)
#announcements	Company-wide information from leadership. Questions in threads	Discussion; anyone else posting top-level
#kudos	Recognition: tag the person, say what they did	Sales notifications (automated elsewhere)
#sales-feed	Automated sales, refunds, digests. React and celebrate in threads	Human top-level posts; reconciliation
#lounge	Social	Work requests, even casual ones
#private-...	Leadership, people, finance, legal matters	Anything that could be public. Awkward is not the same as sensitive

Real messages, routed correctly

Every example shows the tempting-but-wrong room, the right room, why, and the next action.

#creator-roan

THE MESSAGE	WRONG	RIGHT	WHY + NEXT ACTION
"Webinar show rate dropped from 52% to 38% over two weeks. Ideas?"	#team-marketing	#creator-roan	It's one company's numbers and strategy. Next: thread the diagnosis; if a fix gets an owner and deadline, it becomes a ClickUp task in Roan's folder.
"Should we raise the \$27 Blueprint to \$47 next month?"	#roan-comms	#creator-roan	Internal debate is settled internally first; Roan sees the finalized recommendation in -comms. Next: [DECISION] when settled, filed to Issues & Decisions, then posted to -comms.
"Heads up: I disagree with the funnel change we shipped Tuesday, here's the data."	#roan-comms	#creator-roan	Unresolved disagreement never goes where the creator reads. Next: resolve in thread, seal a [DECISION], communicate one voice externally.

#roan-comms

THE MESSAGE	WRONG	RIGHT	WHY + NEXT ACTION
"Roan, the new webinar registration page is live: [link]. Numbers land here every Friday."	DM to Roan	#roan-comms	External updates live where the whole account relationship is visible. Next: pin the cadence; Friday updates continue in thread.
"Roan asked for the workshop replay to go out to non-attendees. Confirming: we'll send Thursday 10am."	#creator-roan only	#roan-comms	His request, his visibility. It also gets a ClickUp task with an owner and deadline. Next: [REQUEST] internally with the ClickUp link, confirmation here.
"Approval needed: final \$27 Blueprint sales page copy, by Wednesday."	Waiting silently in ClickUp	#roan-comms	Creator approvals are external communication with a timeline. Next: if no reply by the deadline minus 48h, the account lead nudges with a dated follow-up.

#launch-roan-webinar-2026-09

THE MESSAGE	WRONG	RIGHT	WHY + NEXT ACTION
"[BLOCKER] Checkout link on the reg page 404s. Can unblock: @funnel. Cost: every click until fixed."	#creator-roan	#launch-roan-webinar-2026-09	Live campaign coordination during a launch that has a channel. Next: 60-minute response bar applies; log the incident in the campaign list.
"[UPDATE] Day 2: 412 registrants, CPL \$6.10, on pace for 1,100."	#team-marketing	#launch-roan-webinar-2026-09	Launch numbers belong to the launch room while it's live. Next: nothing; updates need no response.
"Reminder emails 3 and 4 are loaded, screenshots in thread. QA by 3pm please."	DM to one person	#launch-roan-webinar-2026-09	Multiple functions coordinate here daily; DMs hide the state of the launch. Next: QA owner replies in thread; the task closes in the campaign list.

#team-marketing

THE MESSAGE	WRONG	RIGHT	WHY + NEXT ACTION
"[LEARNING] Roan's 3-question opener beat the story opener 2.1% vs 1.4% CTR. Template in thread."	#creator-roan	#team-marketing	Reusable learning serves every creator. Next: lead with the creator's name in bold, link the source thread; if it becomes standard, file to HQ Docs.
"CPMs jumped 30% across all three accounts this week. Anyone else seeing it?"	Three separate creator channels	#team-marketing	Cross-creator by definition. Next: thread findings; drop links in creator channels only if a specific account must act.
"Turn off Roan's ad set 14, spend with no bookings."	#team-marketing	#creator-roan (or the launch channel if live)	One creator's campaign execution, not craft. Next: redirect + the action lands as a task with an owner.

#team-design

THE MESSAGE	WRONG	RIGHT	WHY + NEXT ACTION
"Need a YouTube thumbnail for Justin's episode Thursday."	DM to the designer	Design Studio form, discussed in #team-design	Requests enter through the form so nothing is lost and the queue is visible. Next: form → Intake → feedback in the request's thread.
"Quick tweak: can the webinar slide header be the darker blue?"	"Quick" DM	Comment on the existing Design Studio task	Feedback belongs on the task that produced the asset. Next: designer ships, marks Approved → Shipped.
"Are we standardizing creator brand kits? Fonts are drifting."	#creator-ariel	#team-design	Craft and process across creators. Next: if it becomes a project, it gets an owner, a deadline, and a ClickUp task.

#team-sales and #team-setters

THE MESSAGE	WRONG	RIGHT	WHY + NEXT ACTION
"'I need to talk to my spouse' is killing us this week. Who has a reframe that works?"	#lounge	#team-sales	Floor craft. Next: best answers get pinned; a winning script change becomes an SOP update in HQ Docs.
"Show rate on Roan's booked calls fell under 60%. Reminder sequence review?"	#creator-roan only	#team-setters (link in #creator-roan)	Setter process problem, visible to the account. Next: fix gets an owner + ClickUp task; result posted back as [LEARNING].
"Call review: this objection handle at 22:10 is a masterclass."	DM to one closer	#team-sales	The whole floor learns or nobody does. Next: clip pinned; kudos for the closer goes in #kudos.

#team-ops

#announcements

#kudos

#sales-feed

THE MESSAGE	WRONG	RIGHT	WHY + NEXT ACTION
"New editor starts Monday, needs Slack, ClickUp, and drive access."	#lounge	#team-ops	Access is ops. Next: [REQUEST] with ClickUp link; ops confirms when provisioned.
"I think we need a channel for podcast production."	Creating it yourself	#team-ops proposal	Only ops and leadership create channels. Next: one-sentence proposal; ops answers with a room or a reason.
"Office closed Thursday; all-hands moved to 2pm Friday."	#lounge	#announcements	Whole company must read it. Next: questions in the thread, not new posts.
"Dee rebuilt the whole reminder flow overnight before the webinar. Saved the launch."	Buried in a launch thread	#kudos	Recognition is public and searchable. Next: tag Dee, say exactly what they did.
"Did we hit \$20k today? Counting the feed..."	#sales-feed math	The CRM report	The feed celebrates; the CRM reports. Next: ask the account lead for the CRM number or check the scorecard.

06 • SYSTEMS

Slack vs ClickUp vs CRM vs documentation

SYSTEM	IT OWNS	NEVER USE IT FOR
Slack	Conversation, coordination, visibility, celebration	Tracking commitments, storing durable knowledge, reporting revenue
ClickUp	Commitments: every task with an owner and deadline, campaign lists, queues, decisions archive (Issues & Decisions), scorecards	Revenue or attribution reporting; debating (that's Slack)
CRM	Attribution, conversion, revenue. Offer paths (Webinar → Book a Call, Workshop → Book a Call, \$27 Blueprint → Core Offer) tracked separately	Task management; internal discussion
Documentation (HQ Docs/SOPs)	Durable knowledge: how we do things, standards, templates, filed decisions	Anything still being debated; work-in-progress chatter

The chain: Slack surfaces it → ClickUp owns it → the CRM measures it → documentation remembers it.

07 • FORMATS

Required message formats

Top-level work messages start with one of five labels. Social channels and casual questions are exempt.

[REQUEST] Webinar reminder email rewrite

Owner: @sam · Deadline: Thu 3pm CT · Done means: 4 emails loaded + QA'd in flow

ClickUp: [link]

[DECISION] Blueprint price stays \$27 through October

Owner: @brycen · Effective: now · Changes: no price tests until post-launch

Filed: [Issues & Decisions link]

[BLOCKER] Checkout 404 on reg page. Can unblock: @funnel. Cost: every click until fixed.

[UPDATE] Day 2: 412 registrants, CPL \$6.10, on pace. No response needed.

[LEARNING] Tried: 3-question opener · Result: CTR 2.1% vs 1.4% · Next time: default opener for cold traffic.

A [REQUEST] missing any of its five parts gets bounced back with the template, kindly. The work starts when the ClickUp link exists.

08 • CONTRAST

#creator-roan vs #roan-comms

THE MESSAGE	WRONG	RIGHT	WHY + NEXT ACTION
"Roan's workshop conversion is 4.1% vs webinar 6.8%. I think we sunset the workshop after this cohort."	#roan-comms	#creator-roan	Strategy debate happens internally. Next: settle it, seal the [DECISION], then bring the recommendation to Roan in-comms as one voice.
"Roan, recommendation after this cohort: we consolidate on the webinar. Numbers attached. OK to proceed?"	#creator-roan	#roan-comms	Finalized recommendation needing his approval is external communication. Next: his answer becomes a filed [DECISION] internally.
"His team keeps missing the Tuesday content handoff and it's delaying emails."	#roan-comms	#creator-roan	Frustration is drafted internally first. Next: internally agree the fix, then post in-comms: "Can we move the content handoff to Monday EOD? That protects the email schedule."

09 • CONTRAST

#roan-comms vs the launch channel

THE MESSAGE	WRONG	RIGHT	WHY + NEXT ACTION
"Ad set 3 is outspending 1 and 2 combined with worse CPL. Shifting budget at noon unless someone objects."	#roan-comms	#launch-roan-webinar-2026-09	Internal launch coordination. Roan doesn't manage ad sets. Next: decision executes; the daily [UPDATE] reflects it.
"Roan, registration passed 1,000. Reminder to post the story tomorrow at 9am, link in thread."	#launch-roan-webinar-2026-09	#roan-comms	The creator acts on this, and he isn't in the launch channel. Next: his story post gets confirmed in-comms; the launch channel logs it happened.
"Panic: Zoom capacity is 500 and we have 1,100 registered."	#roan-comms	#launch-roan-webinar-2026-09 as a [BLOCKER]	Never externalize a fire before there's a plan. Next: fix (upgrade capacity), then -comms gets the calm version if Roan needs to know at all.

Slack discussion vs ClickUp commitment

THE MOMENT	WRONG	RIGHT	WHY + NEXT ACTION
A thread ends with "OK, Sam rewrites the reminder emails by Thursday."	Leaving it in the thread	ClickUp task, link dropped in the thread	Owner + deadline = commitment, and commitments live in ClickUp. Next: thread gets the link; Thursday the task closes, not the thread.
"Can someone look at the checkout drop-off this week?"	Hoping someone does	[REQUEST] with owner, deadline, done-means, ClickUp link	"Someone" is nobody. Next: if it deserves doing, it deserves the five fields.
"We decided setters send the day-before reminder manually until the automation is fixed."	Decision lives in scrollbar	[DECISION] + Issues & Decisions entry + SOP updated	Slack is the pointer, documentation is the truth. Next: the SOP change is what a new setter actually finds.

Launch-week communication protocol

- 01 Kickoff:** launch owner opens the channel (threshold met: two of five), pins the kickoff template (owner, hard date, campaign list link, asset links), invites everyone actively contributing. Internal only.
- 02 Daily rhythm:** launch owner posts the [UPDATE] by 10am CT: numbers vs plan, today's three priorities, anything at risk.
- 03 Blockers:** [BLOCKER] format, answered within 60 minutes during coverage hours (9–6 CT). Outside hours: tag the launch owner; escalate launch owner → growth lead → director.
- 04 External line:** everything the creator sees or does still flows through #[name]-comms. The launch channel never contains the creator, and -comms never contains the panic.
- 05 Mentions:** @here is allowed in the launch channel during launch week. Nowhere else.
- 06 Close:** postmortem in the campaign list, closing [LEARNING] in the channel linking the debrief, reusable lessons to HQ Docs, channel archived within 7 days.

Day-one employee checklist

- ☐ Join: #announcements, #kudos, #sales-feed, #lounge, #team-ops, your function's #team-channel, and the #creator-channels for accounts you work on.

- ❑ Read the pinned routing rule and house rules in each (5 minutes total).
- ❑ Bookmark the decision tree (section 03) and the label formats (section 07).
- ❑ Confirm ClickUp access: find your queue, your creator folder, and the Design Studio form.
- ❑ Learn the five labels. You'll use [UPDATE] and [REQUEST] daily.
- ❑ Know the two hard rules: nothing internal in -comms channels, and owner + deadline means ClickUp.
- ❑ Post one [UPDATE] introducing yourself in your team channel. That's your first correctly-formatted message.
- ❑ When unsure where something goes: #team-ops. Wrong guesses cost nothing.

13 • ENFORCEMENT

Manager enforcement standards

- **Model it first.** Managers label every work post, seal every decision, and never let their own requests skip ClickUp. The team does what leadership does, not what leadership says.
- **Redirect every miss in your channels**, warmly, within the day. Silence teaches that the old way still works.
- **Bounce unlinked requests** with the template, every time, including from other managers.
- **Protect -comms discipline absolutely.** Internal content in a -comms channel gets addressed the same hour: delete if possible, move the conversation, remind privately.
- **Weekly spot-check (10 minutes):** skim your channels for unlabeled work posts, dead threads that ended in commitments, and blockers that waited. Feed counts to the ops hygiene audit.
- **Praise publicly in #kudos** when someone routes, labels, or bounces correctly in the first two weeks. Reinforcement beats correction.

14 • REDIRECTS

The two-week friendly redirect process

- 01** **Weeks 1–2, the rule is: answer, then redirect.** Nobody's question goes unanswered because it landed in the wrong room. Every wrong-room message gets value plus a pointer.
- 02** **The script:** "Answered above 🙌 For next time this lives in [#channel] (smallest room with everyone required to act)." Copy-paste it. Never improvise sarcasm.
- 03** **Tone rules:** assume good intent, redirect in-channel (it teaches the room, not just the sender), never redirect the creator (handle externally-misplaced messages gracefully and move the conversation yourself).
- 04** **Who:** the channel owner is responsible; anyone is allowed.

- 05

Counting: owners tally redirects for the weekly hygiene audit. The count trending down is the system working.
- 06

Week 3 onward: wrong-room work messages get moved, not answered in place ("Moving this to #creator-roan, answering there"). The kindness stays; the shortcut stops working.

15 · AUDIT

30-day audit metrics

METRIC	TARGET AT DAY 30
Two-minute test (live drill, 5 trials)	5 of 5 pass
Wrong-room work messages (week 4)	≤ 3, trending down weekly
[REQUEST]s with ClickUp links (sample of 20)	100%
Labeled work posts (sample of 20)	≥ 90%
Blocker SLA misses (weeks 3–4)	0
Commitments living only in Slack	0 found
Stale channels / unarchived launch rooms	0

Pass → the system rolls to Ariel and Justin. Fail → fix the named friction, extend two weeks, re-audit that item. The audit judges friction, never aesthetics, and the system changes only when real friction proves it must.

16 · TESTING

How we choose what to test

We are always testing, but we never test randomly. Every test must come from the company's biggest current constraint.

The constraint is whatever is most limiting revenue right now: not enough traffic, not enough registrations, not enough show-ups, not enough closes, not enough retention. It changes as we fix things. Every Monday we name it;

every Friday we check whether it moved.

MONDAY ANSWERS	FRIDAY ANSWERS
What is the biggest constraint?	What concluded?
What evidence proves it?	What did we learn?
What test or corrective action attacks it?	What changed?
Who owns it?	Did the constraint improve?
When will we decide?	What is now the biggest constraint?
What outcome changes the plan?	

Know which one you're doing

TYPE	WHAT IT IS	EXAMPLE
Fix	Corrects something broken	The checkout 404s. Repair it.
Iteration	Improves a known version from prior results	Subject line v4, building on what v3 taught us.
Experiment	Controlled comparison under uncertainty	Two registration pages, one variable, one metric, a decision rule set in advance.
Observation	A signal that isn't a test yet	"Tuesday sends seem to open better." Interesting. Not yet a test.

An ad you're calling a "winner" is not automatically a split test. It only enters the Split Test Lab with a hypothesis, a comparison, a metric, a decision rule, and a decision that changes what we do next. If a test can't be connected to the current constraint and a measurable business outcome, it doesn't enter the lab. When several tests qualify, we run the one that scores highest on **Constraint Impact × Confidence × Ease of Execution**, each scored 1 to 5.

This is why a good idea sometimes waits. It isn't a rejection of the idea, it's a statement about what's limiting the business this week.

FAQ and objection handling

OBJECTION	ANSWER
"This feels like bureaucracy."	The old way was the bureaucracy: scrolling one mega-channel to find who owns what. This is 5 labels, 1 routing rule, and 1 link per request. Measure it by the two-minute test, not by vibes.
"Labels slow me down."	Ten characters at the front of a message you were writing anyway. They buy you back every "wait, what did we decide?" search forever.
"Why can't I just DM the designer? It's faster."	Faster for you, invisible to the queue. Your DM competes with every other DM; the form gets you a slot and a deadline. DM requests get the form link back.
"The creator DM'd me directly. What do I do?"	Answer briefly, then restate it in #[name]-comms ("logging this here so it's tracked") and create the task. Never redirect the creator; route it yourself.
"I don't know where my message goes."	Guess with the tree, or ask #team-ops. Wrong guesses cost a friendly redirect. Not sending it, or DMing it, costs the team visibility.
"Why ClickUp? I track my stuff fine."	You do. The company can't see your head. One assignee + due date in ClickUp is how work survives your day off.
"What about threads already in flight mid-rollout?"	Finish them where they are. New topics follow the new map from Day 3. Nothing gets migrated retroactively.
"Why did my launch idea not get a channel?"	It cleared fewer than two of the five bars. It gets a pinned thread and Ongoing tasks with the Campaign field, which is lighter for everyone.

Leadership announcement (copy-paste to #announcements)

Team. Starting today we run one communication standard.

Why: too much lives in one scroll. Decisions get lost, requests die in DMs, and finding anything takes too long. The bar we're setting: a brand-new hire can find any conversation, its owner, the decision, and the next action in under two minutes.

What's changing:

- Channels are renamed and organized by company, function, and temporary initiative. Your history is all still there.
- #creator-[name] = internal operating room. #[name]-comms = the creator is reading it. Launches get temporary #launch- channels.
- Work messages start with a label: [DECISION] [REQUEST] [BLOCKER] [UPDATE] [LEARNING]. A request isn't real until it has an owner, deadline, definition of done, and a ClickUp link.
- Owner + deadline = it lives in ClickUp. The CRM stays the source of truth for revenue. Slack is where we talk and celebrate: watch #sales-feed.

One rule if you remember nothing else: send every message to the smallest room containing everyone required to act. Decision tree is pinned here.

Roan's business pilots this for 30 days, then Ariel and Justin. For two weeks every wrong-room message gets answered AND redirected, kindly. After that, wrong-room work gets moved. Nobody gets dinged for guessing wrong; the only mistake is going back to DMs.

Five-minute walkthrough: [Loom link]. React  when you've watched it and read the pinned tree. Questions → #team-ops. Let's go.

Five-minute Loom script (word for word)

[0:00-0:40 • Why]

"Hey team. Five minutes on how we communicate from now on, and the one test behind all of it: a brand-new hire should find any conversation, its owner, the decision, and the next action in under two minutes. Today that's not true. One scroll holds strategy, design requests, fires, and memes. Here's the fix."

[0:40-2:00 • The map] (screen: Slack sidebar)

"Every channel has one job. #creator-roan: the internal operating room for Roan's business. Strategy, numbers, debate. Roan is NOT in there. #roan-comms: Roan IS in there. Updates, approvals, requests, timelines. Write like he's reading it, because he is. Same pair for Ariel and Justin. Launches that are big enough get a temporary room like #launch-roan-webinar-2026-09, archived after the postmortem. Craft that helps every account lives in #team-marketing, #team-design, #team-sales, #team-ops. Company stuff: #announcements, #kudos, #lounge, and #sales-feed, where every sale posts itself, refunds included."

[2:00-3:00 • The rule] (screen: decision tree)

"One routing rule: smallest room containing everyone required to act. About one creator's business: their creator channel. The creator needs to see it: their comms channel. Live launch: the launch room. Craft: team channel. Sensitive: private. Everyone: announcements. Unsure? Ask #team-ops. Wrong guesses are free; you'll just get a friendly redirect."

[3:00-4:15 • Labels + ClickUp] (screen: a [REQUEST] example)

"Work messages start with one of five labels: DECISION, REQUEST, BLOCKER, UPDATE, LEARNING. A REQUEST needs five things: what, owner, deadline, what done means, and a ClickUp link. No link, it bounces back, kindly. And the biggest habit change: the moment anything has an owner and a deadline, it lives in ClickUp. Slack is where work gets discussed. ClickUp is where it gets tracked. The CRM is where revenue gets reported. Docs are where decisions get filed."

[4:15-4:40 • How we pick work]

"Last thing. We're always testing, but never randomly. Every Monday we name the single biggest constraint on the business, and that's what tests get built against. Every Friday we check whether it moved. So if a good idea waits a week, that's not a no. It means something else is limiting us right now. And a 'winning ad' isn't a split test until it has a hypothesis, a metric, and a decision rule written down before it runs."

[4:40-5:00 • What happens next]

"Roan's business pilots this for 30 days, then we roll it everywhere. For two weeks, every wrong-room message gets answered AND redirected. Nobody's in trouble for guessing wrong. After you watch this: react  on the announcement, read the pinned decision tree, and post your next work message with a label. That's it. Two minutes to find anything. Let's hold that bar."

20 • ACKNOWLEDGMENT

Team acknowledgment checklist

Every team member completes this by end of Day 3 and reacts  on the announcement. Managers confirm their team's completion in #team-ops.

- ☐ I watched the five-minute walkthrough.
- ☐ I know the routing rule: smallest room containing everyone required to act.
- ☐ I know the difference between #creator-[name] (internal) and #[name]-comms (the creator reads it).
- ☐ I know the five labels and that a [REQUEST] needs what, owner, deadline, definition of done, and a ClickUp link.
- ☐ I know owner + deadline means it lives in ClickUp, and decisions get filed, not just sealed in Slack.
- ☐ I know coverage hours (9–6 CT), the 60-minute launch-blocker bar, and the escalation path (launch owner → growth lead → director).
- ☐ I know design requests go through the Design Studio form, never DMs.
- ☐ I know we test against the biggest current constraint, never at random, and that an experiment needs a hypothesis, a metric, and a decision rule before it runs.
- ☐ I bookmarked the decision tree and know to ask #team-ops when unsure.

Companion document: the Pod Implementation Guide holds the build checklist, ClickUp architecture, templates, and the Day-30 pass/fail gate. This playbook trains behavior; that guide builds the system.