

# SYSTEM FRICTION AUDIT REPORT

Prepared by SystemaFlow

Sample report based on a fictional business scenario. No real client information is included.

Prepared for	Sample Agency Ltd
Submitted	27 April 2026
Audit Focus	Client and Customer Delivery
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## 1. Executive Summary

**What is happening:** This report covers Sample Agency Ltd client delivery operation, based on the intake submission completed on 27 April 2026. The business is winning clients consistently, but the moment a contract is signed, the operation becomes reactive. Project details are scattered across Slack, email and Trello. What was promised during the sales process lives primarily in the founder's memory. The account manager begins each new engagement without a complete picture, and the first 30 days feel, as the submission puts it, "more reactive than planned."

**Main friction pattern:** The dominant structural pattern is a broken sales-to-delivery handover combined with critical knowledge concentrated in one person. These two problems connect directly to every other friction described in the intake: the repeated client requests, the inconsistent use of Trello, the missed follow-ups and the founder's inability to step back from delivery.

**What to address first:** The highest-priority area to address is the handover between the founder and the account manager at the point of client sign-off. Everything downstream of that moment is affected by its quality. One signal is worth naming clearly: a documented process and a Trello template already exist and are not being used. Documentation alone will not resolve this. The fix requires a process that is specific, owner-assigned and embedded into the existing workflow from the moment a proposal is signed.

**Likely business impact if unaddressed:** Sample Agency Ltd will continue to lose time during onboarding, duplicate client requests, pull the founder back into delivery, and make future account manager hiring harder because the current process cannot be handed over cleanly.

## 2. Friction Snapshot

Field	Finding
Business	Sample Agency Ltd (sampleagency.co.uk)

Industry	Agency
Audit Focus	Client and customer delivery
Primary Friction Theme	Broken sales-to-delivery handover driven by undocumented process and founder-held knowledge
Friction Frequency	Weekly
Severity Level	4 out of 5, self-reported. High severity, with recurring weekly impact.
Main Affected Group	Clients and founder
Main Cause	Unclear handoffs, missing information, too many communication channels, no single source of truth
Recommended First Focus	Formalise the sales-to-delivery handover with a structured, owner-assigned format triggered at every client sign-off

### 3. System Friction Score

Category	Score	What It Means
Ownership Clarity	4/10	Ownership is distributed by assumption. No defined task-level accountability exists for each step of the onboarding process. The self-reported ownership clarity score of 3 out of 5 and the absence of named owners per onboarding stage support this rating
Workflow Visibility	4/10	Trello is inconsistent. Real status requires searching Slack, email and asking the last person involved.
Handoff Strength	2/10	The handover is a Slack message, sometimes with a document, sometimes without. No structured format exists
Process Documentation	4/10	A checklist and Trello template exist but are not used. The checklist is too generic to capture client-specific context
Communication Structure	3/10	No channel protocol. Decisions are made verbally, buried in Slack or lost in email with no defined home
Decision Speed	5/10	Routine work moves forward, but anything requiring the founder's sales context creates a recurring pause (Medium confidence: bottleneck is evidenced specifically around founder-held context, not across all decision types)

Knowledge Resilience	2/10	Sales context, onboarding logic and client sensitivities all live in individuals rather than the business
Execution Rhythm	3/10	No consistent sequence for onboarding. Follow-ups are missed. Work begins before context is gathered

**Overall System Friction Score: 34/100**

0–39	40–69	70–89	90–100
Fragile	Friction-heavy	Structured but improvable	Strong operating rhythm

### How to Read This Score

The score is not a judgement of the business. It is a diagnostic signal showing how much friction currently exists in the audited area. A lower score means there are more structural gaps affecting visibility, ownership, handoffs or follow-through. A higher score means the business has stronger operating structure, but may still have specific areas to improve.

## 4. Top 5 Friction Points

### Friction Point 1: No structured sales-to-delivery handover

<b>What is happening</b>	<i>When a client signs a proposal, the founder sends the account manager a Slack message with a few notes. Sometimes a call recording or proposal document is included. Sometimes it is not. There is no fixed format for what must be transferred, no checklist to confirm it has happened, and no single document that captures what the client was promised, what they care about most, and what sensitivities exist around budget or timing. Every new engagement begins with an incomplete brief.</i>
Likely root cause	<i>Unclear handoffs. The transition from founder-led sales to account manager-led delivery has no defined trigger, format or owner. The process relies on memory and availability rather than structure.</i>
Business impact	<i>The account manager starts each client relationship without full context. This produces the reactive first 30 days described in the intake. It also keeps the founder embedded in delivery because the team cannot operate confidently without asking them for the information that should have been transferred at sign-off.</i>
Priority level	<i>Critical</i>
Recommended fix	<i>Design a Sales Handover Document with a fixed structure: client name, agreed scope, stated priorities, verbal commitments, known sensitivities, outstanding items and</i>

	<i>first-week actions. Make completing this document the final step of the sales process, before the founder's involvement ends. The format should live in Google Docs and link directly to the client's Trello board.</i>
Confidence	<i>High. Multiple answers directly describe this failure point with specific detail.</i>

### Friction Point 2: Critical knowledge held by the founder with no transfer mechanism

<b>What is happening</b>	<i>The founder holds all meaningful context from the sales process: what the client cares about, what was promised verbally, and any nuances around budget or timing. This information does not move reliably into the delivery team. When the account manager needs it, they ask the founder. When the founder is unavailable, work slows or assumptions are made. The founder has stated they want to step back from delivery. Without a reliable transfer mechanism, that goal is structurally blocked.</i>
Likely root cause	<i>Key-person dependency. The absence of a documented handover means the founder's presence in early delivery is not optional. It is load-bearing.</i>
Business impact	<i>Founder time is consumed answering questions that a proper handover would have resolved. The team cannot act with full confidence at the most critical phase of a new client relationship. The planned hire of an additional account manager will replicate and is likely to compound this problem unless the knowledge transfer system is resolved first.</i>
Priority level	<i>Critical</i>
Recommended fix	<i>The Sales Handover Document described in Friction Point 1 is the primary fix here. In addition, establish a short, structured handover call between the founder and account manager for every new client, with a written output recorded in the client's project folder rather than a verbal conversation that relies on recall.</i>
Confidence	<i>High. The intake directly names the founder's knowledge as the single hardest thing to teach, explain or hand over.</i>

### Friction Point 3: Scattered information across four channels with no defined protocol

<b>What is happening</b>	<i>Client and project information currently lives across Slack, email, Trello and verbal conversations, with no defined rule for which channel owns which type of information. Decisions made in client calls are mentioned verbally afterwards but rarely written down. Asset status, approvals and client responses are buried in email or Slack threads. The team cannot determine what has been received, what is outstanding and what has been agreed without searching across all channels simultaneously.</i>
Likely root cause	<i>Scattered communication. The business is using multiple tools without a protocol that assigns purpose to each one. The result is that no channel is authoritative.</i>
Business impact	<i>Team time is spent searching for information rather than acting on it. Clients are asked for the same things twice because the team cannot confirm what has already</i>

	<i>been received. This damages the client experience at precisely the moment when trust is most important.</i>
Priority level	<i>High</i>
Recommended fix	<i>Define a simple channel protocol that does not require new software. Trello is the record of project tasks and status. Email handles all client communication and all client-submitted assets. Slack handles internal team communication only. Verbal decisions from calls must be summarised in writing and added to the relevant Trello card within 24 hours. This is a behavioural and structural decision that can be implemented immediately.</i>
Confidence	<i>The intake lists scattered communication as a direct cause of delay and names all four channels explicitly.</i>

### Friction Point 4: Existing process documentation is not embedded or used

<b>What is happening</b>	<i>N*****e C*****e has already produced an onboarding checklist in Google Docs and a Trello board template. Neither is used consistently. The checklist is described as too generic to be useful because it does not capture the specific context of each client. The Trello template exists but its adoption is inconsistent. A handover call was also trialled, but actions from that call were lost when no written output was produced. The business has invested time in building structure that is not functioning.</i>
Likely root cause	<i>The checklist's content can be improved, but the more fundamental issue is where it sits in the sequence. A document placed alongside a workflow can be skipped. A document that must be completed before the next step can begin cannot be. This distinction is what previous fix attempts missed.</i>
Business impact	<i>Previous attempts to create structure have not translated into consistent behaviour. The team continues to rely on individual judgement rather than a process that forces the right information to move at the right time. This means onboarding remains inconsistent even though the business has already invested effort in improving it.</i>
Priority level	<i>High</i>
Recommended fix	<i>Do not start with new documentation. Start by identifying the single moment in the workflow that would force the existing structure to be used. For onboarding, that moment is the point of proposal sign-off. If the account manager cannot open the project in Trello without a completed Sales Handover Document attached, the process has a natural enforcement point. Structure must be embedded into the sequence, not placed alongside it.</i>
Confidence	<i>High. The intake provides specific detail about both the previous fix attempt and the reason it did not work.</i>

### Friction Point 5: Work begins before the information needed to do it is collected

<b>What is happening</b>	<i>The first content or design task on a new client engagement sometimes starts before all assets, access details, brand information and contextual background have been gathered. The team begins work in a state of incomplete information, then hits delays when missing items are needed. Client follow-ups for access details and logins are listed as a missed and recurring action. The intake also notes that the team sometimes re-explains what the client bought, which suggests the brief itself is not being retained or referenced consistently.</i>
Likely root cause	<i>Inconsistent onboarding, specifically the absence of a structured client intake process that must be completed before delivery begins.</i>
Business impact	<i>Work started without full context produces rework when the missing information changes or constrains the output. It also creates a poor client experience: clients who have just signed a proposal find themselves chased for the same details across multiple messages.</i>
Priority level	<i>High</i>
Recommended fix	<i>Introduce a client intake form or structured asset request process sent to every new client within 24 hours of sign-off. This should list everything the team needs before delivery begins: brand assets, access credentials, project priorities, key contacts and any constraints. Delivery should not formally start until this intake is complete or a deliberate decision has been made to proceed with what is available. This can be built in Google Forms or a simple Google Doc and linked from the Trello project card.</i>
Confidence	<i>High. The intake names specific missing items and describes the reactive pattern of chasing for them as a recurring problem.</i>

## 5. Root Cause Analysis

Root Cause	Evidence From Intake	Why It Matters
Unclear handoffs	<i>"The founder usually messages the account manager in Slack with a few notes. Sometimes there is a call recording or a proposal doc, but not always." The handover has no fixed format, no required fields and no trigger that ensures it happens completely every time.</i>	Every friction point in this audit connects back to the moment a client signs off, and context fails to transfer cleanly. The handover is the load-bearing gap in the operation. Fix this and downstream friction reduces significantly without requiring separate interventions.
Key-person dependency	<i>"The founder holds a lot of sales context, including what the client really cares about, what was promised verbally, and any sensitivities around budget or timing." The team cannot act without this context and has no reliable way to</i>	The founder cannot step back from delivery while they remain the only source of client knowledge. This is not a workload problem. It is a structural one. The business is currently dependent on one person's availability and memory at the start of every new client engagement.

	<i>access it when the founder is unavailable.</i>	
Undocumented process (partially documented but non-functional)	<i>We created an onboarding checklist in Google Docs and added a Trello template, but people do not always use it. The checklist is too generic and does not capture the specific sales context for each client." Documentation exists but is not embedded, not specific and not consistently applied.</i>	A process that exists in a Google Doc but is not used does not function as a process. The failure here is not documentation. It is design. The checklist was built alongside the workflow rather than into it. Without a defined trigger, owner and enforcement point, it will continue to be bypassed.
Scattered communication with no channel protocol	<i>"Project details are scattered across email and Slack." Decisions are made verbally in calls. Trello is updated inconsistently. There is no defined rule for which channel owns which type of information or action.</i>	When no channel is authoritative, every channel is incomplete. The team cannot trust any single view of project status. This forces constant searching, creates duplicated client requests and means decisions made in one channel are invisible to those working in another.
Lack of central work visibility	<i>"The formal task list is not always enough because some of the real context is in Slack threads, email chains, call notes or someone's memory." Trello is described as inconsistent. Some projects have detailed cards. Others have broad task cards with no useful detail.</i>	Visibility is a prerequisite for consistent execution. When the team cannot see what has been requested, received, agreed or outstanding without searching multiple places, execution becomes dependent on memory and proximity rather than shared information. This is the condition that produces missed follow-ups, duplicated client requests and delayed starts.
Process design failure (adoption, not documentation)	<i>The business has tried an onboarding checklist, a Trello template and a handover call. None have produced consistent results. The intake notes: "We do not need a huge operations project. We need something simple that the team will actually use."</i>	This is the most structurally significant signal in the intake. The business has invested effort in building process, and it has not taken hold. The problem is not motivation or intent. It is that the processes were designed without enforcement points and placed alongside the workflow rather than embedded into it. A document that must be completed before the next step begins cannot be skipped. The previous attempts could be and were. Any recommendation that does not account for this history will face the same outcome.

## 6. Quick Wins

Quick Win	Time to Implement	Expected Outcome
<i>Write a one-page Sales Handover Document template. Include: client name, agreed scope, verbal commitments, client priorities, known sensitivities, assets still outstanding, and first three actions for the account manager. Store it in Google Docs in a shared folder.</i>	<i>2 to 3 hours</i>	<i>The founder has a fixed format to complete at every sign-off. The account manager receives the same information for every new client. Requires no new software and no budget.</i>
<i>Define a channel protocol in writing and share it with the team. Assign each existing tool a specific role: Trello for project tasks and status, email for all client communication and submitted assets, Slack for internal team discussion only. All verbal decisions from calls to be summarised in Trello within 24 hours.</i>	<i>1 hour to write, 30 minutes to communicate</i>	<i>Reduces the search-and-find problem immediately. The team knows where to look for each type of information. Clients stop being asked for things already submitted via email.</i>
<i>Identify every active client currently in onboarding or within their first 30 days. For each one, record in a single shared document: what has been requested, what has been received and what is outstanding.</i>	<i>2 to 4 hours, depending on number of active clients</i>	<i>Creates immediate visibility across current onboarding projects. Names the gaps that are currently invisible. Gives the team a starting point for the structured tracker built in Week 2.</i>
<i>Establish a rule: no delivery task begins until the account manager has confirmed in writing (on the Trello card) that the client intake is complete or that a deliberate decision has been made to proceed with what is available.</i>	<i>30 minutes to define and communicate</i>	<i>Prevents delivery tasks from starting before assets, access details or the brief are confirmed. Removes the current pattern of work beginning and then stalling when missing information surfaces.</i>
<i>Set a 30-minute internal meeting with the founder and account manager(s) to agree: what information must transfer at every sign-off, who is responsible for completing the handover document, and what happens if it is not complete before delivery begins.</i>	<i>30 minutes</i>	<i>Aligns the team on expectations before any new system is introduced. Surfaces disagreements about process early, before they are embedded in a template.</i>

## 7. 30-Day Fix Plan

### Week 1: Clarify and Capture

<b>Objective</b>	<i>Establish what the onboarding process should look like and capture what is currently missing across active clients.</i>
<b>Key actions</b>	<ol style="list-style-type: none"> <li><i>1. Complete the Sales Handover Document template (as described in Quick Win 1). Agree its contents with the founder and at least one account manager before finalising.</i></li> <li><i>2. Map the current onboarding steps as they actually happen, not as they are supposed to happen. Walk through the last two or three client onboardings and note where the process deviated, where information was missing and where follow-ups were dropped.</i></li> <li><i>3. Apply the channel protocol immediately. Communicate it in writing to the whole team and pin it somewhere visible.</i></li> <li><i>4. Create a simple shared tracker (in Google Sheets) showing every active client currently in onboarding, with columns for: sales handover complete (yes/no), assets requested, assets received, outstanding items, and next action with owner.</i></li> </ol>
<b>Output</b>	<i>A completed Sales Handover Document template, a written channel protocol, and a live tracker of all current onboarding clients.</i>
<b>Success measure</b>	<i>Every active onboarding client has a row in the tracker with no blank ownership fields.</i>

## Week 2: Structure and Assign

<b>Objective</b>	<i>Embed the new handover process into the existing workflow and assign clear ownership for each onboarding stage.</i>
<b>Key actions</b>	<ol style="list-style-type: none"> <li><i>1. Rebuild the existing Trello onboarding template using the Sales Handover Document as its foundation. Each card in the board should map to a specific onboarding stage with a defined owner, a checklist of required items and a clear next step.</i></li> <li><i>2. Define the client intake process: create a structured asset request document or form that is sent to every new client within 24 hours of sign-off. This replaces the current ad hoc approach of asking for assets as needs arise.</i></li> <li><i>3. Assign a named owner for each onboarding stage. The founder owns the handover document. The account manager owns the Trello board setup and the client intake request. No stage should be owned by "the team."</i></li> <li><i>4. Agree a rule: the account manager cannot create the Trello project card until the Sales Handover Document has been completed by the founder and attached. This is the enforcement point the previous checklist lacked.</i></li> </ol>
<b>Output</b>	<i>A rebuilt Trello onboarding template, a client intake document and a written record of who owns each onboarding stage, from sign-off through to the end of the first 30 days.</i>
<b>Success measure</b>	<i>The next new client that signs is onboarded using this structure end to end, with no ad hoc Slack messages replacing any step.</i>

### Week 3: Implement and Test

<b>Objective</b>	<i>Run the new process with at least one real client onboarding and identify what breaks or does not fit.</i>
<b>Key actions</b>	<ol style="list-style-type: none"> <li>1. <i>Apply the full process to the next client sign-off. The founder completes the Sales Handover Document. The account manager uses it to set up the Trello board and sends the client intake form within 24 hours.</i></li> <li>2. <i>Hold a brief check-in mid-week between the founder and account manager to note what felt unclear, what was missing from the template and what was asked verbally that should have been in writing.</i></li> <li>3. <i>Document every instance where the team deviated from the new process and the reason why. This is the data needed for Week 4.</i></li> <li>4. <i>Begin capturing call notes as a standard step: after every client call, a brief written summary (3 to 5 bullet points covering decisions made, actions agreed and owner for each) is added to the Trello card within 24 hours.</i></li> </ol>
<b>Output</b>	<i>A completed first run of the new onboarding process, with a written record of what worked and what did not.</i>
<b>Success measure</b>	<i>The account manager can describe the full client status, including what has been received and what is outstanding, without asking the founder or searching Slack.</i>

### Week 4: Review and Stabilise

<b>Objective</b>	<i>Fix what the test run revealed, formalise the process as the standard and assess readiness for the planned new hire.</i>
<b>Key actions</b>	<ol style="list-style-type: none"> <li>1. <i>Update the Sales Handover Document and Trello template based on the Week 3 deviations. Remove anything that was not used. Add anything that was asked for verbally but was not in the template.</i></li> <li>2. <i>Review the active client tracker. Confirm that all onboarding clients now have complete ownership, a current status and no outstanding items that are unassigned.</i></li> <li>3. <i>Conduct a short retrospective with the account manager(s): what is clearer now, what is still uncertain, what question did they still need to ask the founder that should not have required asking.</i></li> <li>4. <i>Assess whether the new process is stable enough to onboard the next account manager into. Document any steps that still rely on informal knowledge or individual memory. These become the priority for the following month.</i></li> </ol>
<b>Output</b>	<i>A finalised Sales Handover Document and onboarding process documented and ready to hand to a new team member. A written assessment of what remains unresolved.</i>
<b>Success measure</b>	<i>The founder does not need to answer any operational question about a client's onboarding that a completed handover document would have answered.</i>

## 8. Risks if Left Unaddressed

Risk	Why It Matters
<p><i>The planned account manager hire replicates the existing problem at greater scale. The new hire enters an onboarding process that depends on individual memory, informal Slack messages and institutional knowledge they do not have. The founder becomes more embedded in delivery, not less, and the cost of every new client onboarding increases with each person added to the team.</i></p>	<p><i>This risk is time-bound. The business has named the hire as a near-term plan. If the onboarding process is not stabilised before that hire, the new person inherits a fragile system rather than a functioning one. Training someone into an undocumented process transfers the same fragility, not a fixed version of it.</i></p>
<p><i>Client experience is exposed to increasing inconsistency as volume grows. At current scale, the team can compensate for missing information through proximity and founder availability. As the client base grows, those compensating mechanisms fail. The intake identifies clients as the group feeling the friction most. A reactive first 30 days sets an early precedent for the client relationship. Whether that precedent affects retention is not evidenced in this intake, but the structural risk is present. (Medium confidence: based on self-reported severity and stated client impact. No data on churn or client feedback was provided in the intake.)</i></p>	<p><i>The onboarding period is the moment when a client's confidence in their decision to hire the agency is either confirmed or undermined. Asking a client for the same information twice, or starting delivery without a clear brief, creates an impression that is difficult to correct through the quality of work alone.</i></p>
<p><i>The founder remains operationally irreplaceable in client delivery, directly blocking the stated goal of stepping back from that function. Without a structured handover, the founder's involvement at the start of every engagement is not discretionary. It is load-bearing. The intention to step back from delivery will continue to fail as long as the system requires their presence to function.</i></p>	<p><i>This is both an operational risk and a strategic one. If the founder cannot reduce their involvement in delivery, their capacity to work on the business rather than in it is constrained. This affects growth decisions, new service development and the ability to take on clients without a corresponding increase in founder workload.</i></p>

## 9. Recommended Systems

### Recommendation 1: Sales Handover Document (built internally)

<b>What it is</b>	<i>A structured one-page document completed by the founder at the point of every client sign-off. Fixed fields include: agreed scope, verbal commitments, client priorities, budget or timing sensitivities, assets still outstanding, and the three actions the account manager must take in the first 48 hours.</i>
<b>Why it fits</b>	<i>This is the single highest-impact structural change available to this business. The handover is currently a Slack message with variable content. A fixed format removes variability and transfers founder knowledge into a form the team can use without asking follow-up questions.</i>
<b>Friction it addresses</b>	<i>Broken sales-to-delivery handover. Key-person dependency.</i>
<b>Where to find it</b>	<i>Built internally in Google Docs. Single document, shared folder, linked from every new Trello project card.</i>
<b>Priority</b>	<i>High</i>

### Recommendation 2: SystemaFlow Core Pack 11: Workflow Mapping and Optimisation, and Core Pack 8: Knowledge and Handoff Hub

<b>What it is</b>	<i>Core Pack 11 contains tools for mapping, diagnosing and improving workflows, including the Workflow Handoff Protocol and the RACI Designer System. Core Pack 8 contains tools for capturing and transferring critical knowledge, including the Knowledge Handoff Sheet, the Knowledge Continuity Map and the How I Do It (HIDI) Doc.</i>
<b>Why it fits</b>	<i>The Workflow Handoff Protocol (Core Pack 11) provides a structured framework for clean transitions between people and stages. That is precisely what the current sales-to-delivery handover lacks. The RACI Designer System maps ownership across tasks and decisions, addressing the current state where accountability is distributed by assumption rather than design. Core Pack 8 addresses the second critical failure: the founder's sales context living in one person's memory. The Knowledge Handoff Sheet captures key information at the point of transition. The Knowledge Continuity Map makes visible exactly where the business is dependent on one person's knowledge and where that creates operational risk.</i>
<b>Friction it addresses</b>	<i>Broken sales-to-delivery handover. Key-person dependency. Unclear ownership.</i>
<b>Where to find it</b>	<a href="#"><i>Core Pack 11: Workflow Mapping &amp; Optimisation   SystemaFlow</i></a> <a href="#"><i>Core Pack 8: Knowledge &amp; Handoff Hub   SystemaFlow</i></a>
<b>Priority</b>	<i>High</i>

### Recommendation 3: Rebuilt Trello onboarding board template using a fixed card structure

<b>What it is</b>	<i>A Trello board template with a standardised card structure for every new client. Each card includes a checklist of required assets, a field for handover document link, a section for call notes, and a status label for: waiting, received, in progress and complete. The template is activated as the first step of every new engagement.</i>
Why it fits	<i>Trello is already in use and is not being replaced. The problem is not the tool. It is the inconsistency of how it is set up per project. A fixed template with required fields removes the variability that currently means some projects have detailed cards and others have broad, almost empty ones.</i>
Friction it addresses	<i>Workflow visibility. Process documentation. Execution rhythm.</i>
Where to find it	<i>Built internally within the existing Trello account. No additional cost or software required.</i>
Priority	<i>High</i>

### Recommendation 4: SystemaFlow Core Pack 2: Operational Clarity

<b>What it is</b>	<i>A pack of nine operational systems covering roles and responsibilities, handover checklists, ops cadence, meeting rhythm and team operating guides.</i>
Why it fits	<i>The intake identifies two specific gaps this pack addresses directly. The Roles and Responsibilities Matrix resolves the current state where ownership is distributed by assumption rather than design. The Handover Checklist provides a structured format for role or task transitions, which applies both to the sales-to-delivery handover and to the account manager cover scenario described in the intake. The Meeting Agenda and Minutes system also addresses a specific failure evidenced in the intake: the handover call was trialled but produced no usable written output. A standard meeting notes format applied to every client call would close that gap.</i>
Friction it addresses	<i>Ownership clarity. Unclear handoffs. Execution rhythm.</i>
Where to find it	<a href="#">Core Pack 2: Operational Clarity   SystemaFlow</a>
Priority	<i>Medium</i>

## 10. Recommended Next Step

### Primary Recommendation

**Recommended next step:** *Build and deploy the Sales Handover Document, then work through the 30-Day Fix Plan.*

*Why: The intake is consistent on one point across every section: the problem starts at sign-off and cascades from there. The account manager does not have what they need. The client is asked for things twice. The founder gets pulled back in. Trello is set up inconsistently. Follow-ups are missed. All of it flows from the same source. The Sales Handover Document is the single intervention that addresses the root before the symptoms. It requires no new software, no budget and can be completed in a working session this week. Once the handover document exists and is being used, the rest of the 30-Day Fix Plan builds a structured system around it.*

*If you prefer external support to move faster, Core Pack 11 (Workflow Mapping and Optimisation) provides a ready-built Workflow Handoff Protocol and RACI Designer System that address the handover structure and ownership gaps simultaneously. Core Pack 8 (Knowledge and Handoff Hub) then provides the tools to capture and transfer the founder's sales context in a repeatable, documented format. Core Pack 2 (Operational Clarity) supports the broader ownership and rhythm structure that keeps the process running consistently as the team grows.*

### If You Prefer to Implement Independently

**Start with:** *Build the Sales Handover Document internally (Quick Win 1), apply the channel protocol (Quick Win 2) and create the active client tracker (Quick Win 3).*

**Then complete:** *Week 1 of the 30-Day Fix Plan above.*

*Both paths address the same core issue: the absence of a reliable, structured transfer of information at the point a client signs. The independent path is fully viable. The tools the business already has (Google Docs, Trello, Google Sheets) are sufficient to implement everything in this plan. If the time cost of building from scratch is a constraint, the packs recommended above provide formats that already account for the onboarding and handover failure modes identified in this audit. Either way, the priority is the same: start with the handover, not the board, not the checklist and not the channel protocol. The handover is the failure point this audit identifies most clearly. That is where the fix begins.*

## 11. Scope Note

About this report

This report is based solely on the information submitted through the System Friction Audit intake form. It is a fixed-scope diagnostic product, not a full consultancy engagement.

This report does not constitute legal advice, financial advice, HR advice, compliance review, technical audit or a guarantee of business results. Findings and recommendations are based on patterns described by the submitter and should be validated against the specific context of the business before implementation.

Confidence levels noted within this report reflect the quality and completeness of intake responses. Where no supporting documents were uploaded, findings are inferred from written answers.

**SystemaFlow is not liable for business decisions made on the basis of this report.**

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