ARTIFACT 6

Executive scorecard

One page. One meeting. Strike any row not in the dictionary. This is not an ops portal.

Period	*[week / month]*	**Prepared by**	*[referee]*

Family	Metric (dictionary meaning only)	This period	Prior	Owner
Growth	Pipeline coverage by segment			
Growth	Conversion by stage / segment			
Growth	Win rate / cycle time			
Growth	New vs expansion mix			
Predictability	Forecast accuracy + bias			
Predictability	Stage aging / hygiene			
Efficiency	Payback or CAC (Finance-signed)			
Efficiency	Capacity vs attainment			
Retention	GRR / NRR			
Retention	Time-to-value / CS expansion pipeline			

Rule: eight to ten numbers. If a row has two owners, delete it. Meeting that should no longer exist: [whose number is right? / other] _____