YOUR CREW, AT A GLANCE

Ten roles. Start with three.

Assign a distinct job. Add a specialist when the work needs it.

Cameron / coordinator
One brief. One decision queue. One view of progress.

Forge / builder
Configure and test a needed role.

FIND CUSTOMERS

Scout
Research and qualify

Relay
Prepare outreach

CREATE & MARKET

Spark
Build a campaign

Frame
Edit owned video

SOURCE & DELIVER

Finder
Find opportunities

Margin
Check the economics

Route
Plan fulfillment

Gauge / measurement
Report payments, costs, pipeline, and demonstrated savings separately.

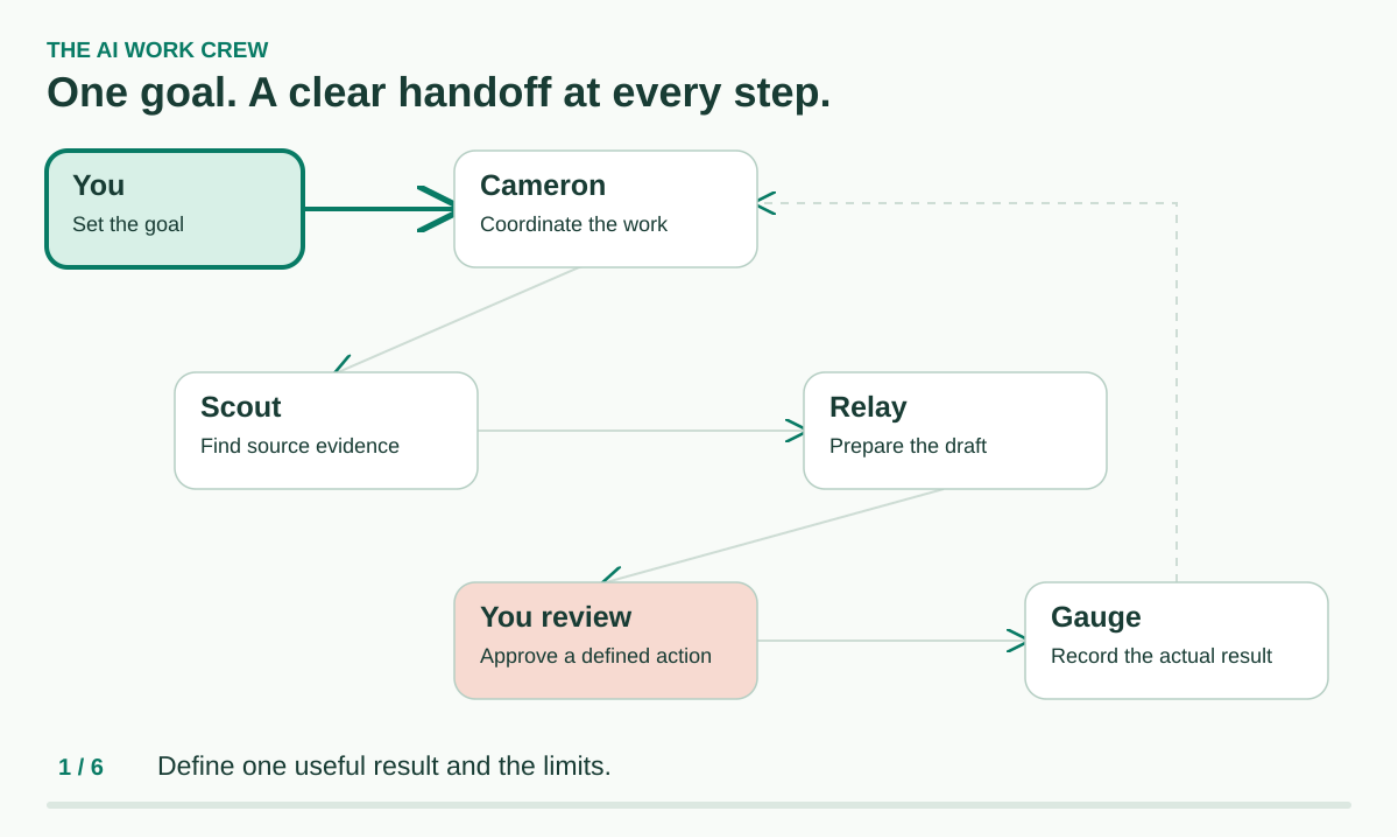
People set the goal and approve the defined external actions.

Role templates need supported tools, access, configuration, and testing.

Choose only the roles your first project needs.

Cameron, Scout, and Spark are a useful starting team.

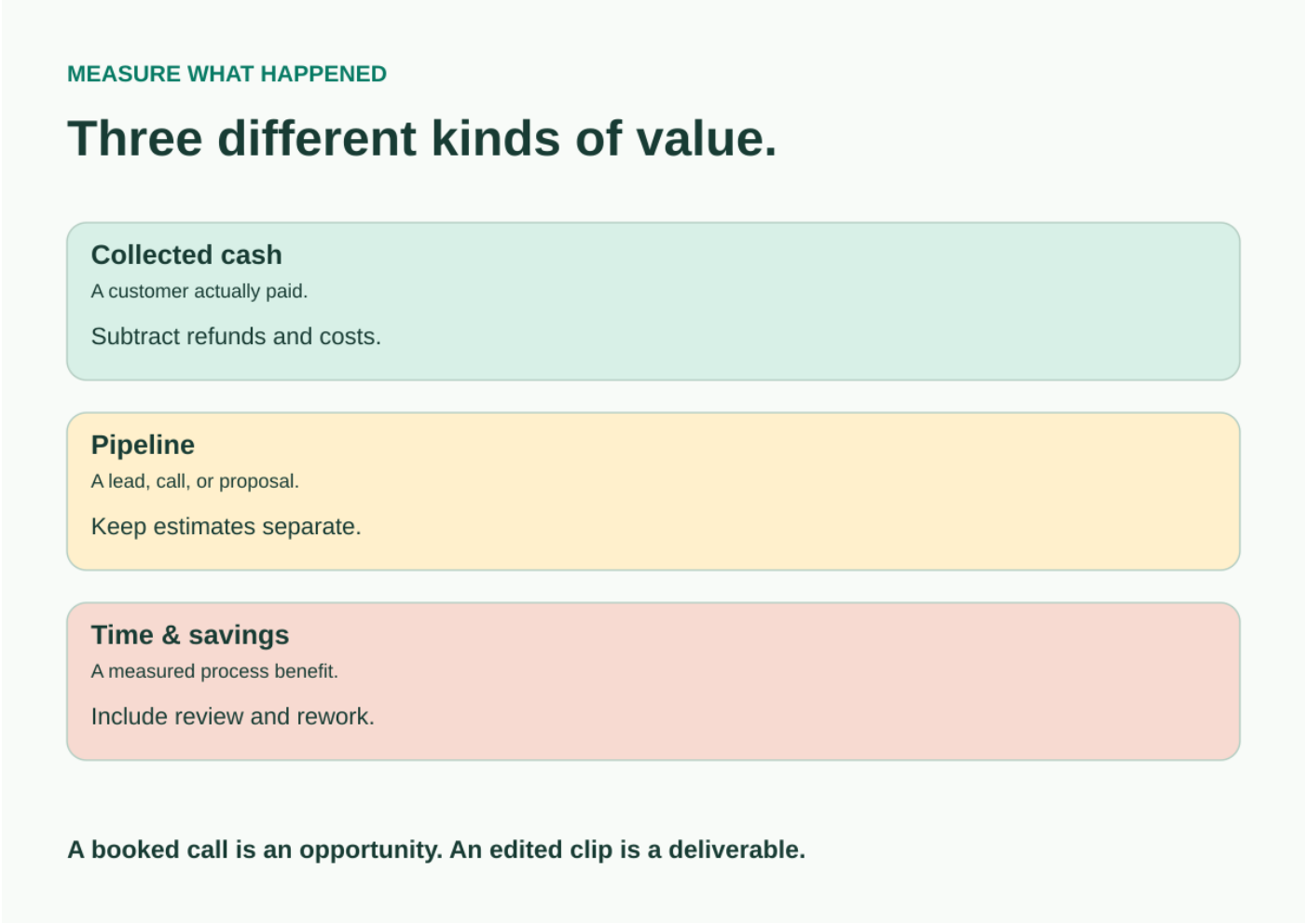
Explore the animated walkthrough online



A shared brief keeps the handoffs clear.

Review the evidence before approving the defined next action.

Explore the animated walkthrough online



Measure the outcome before expanding the crew.

Keep collected revenue, opportunities, and savings separate.

Explore the animated walkthrough online