

6 Company Wide Weekly Playback

Make next week better

RATIFIED / APPROVED - weekly review and required scheduled meetings. Playback serves the whole operating company: talent, Production, Product/Buying, research, customer and seller operations, commerce, social, sponsorship, and other functions as they develop. Its purpose is useful improvement, stronger economics, a better team experience, and recognition.

WORKING FORMAT: target 45 minutes, with brief data prepared in advance. The showrunner/operations lead facilitates; the founder need not chair indefinitely. Invite the people needed for decisions and relevant sections. Functional reviews can feed a shorter company-wide Playback as the team grows.

Suggested 45 minute agenda

- **0-6 minutes - What worked.** Strongest moment, best save, favorite product, useful audience response, or a practice worth repeating.
- **6-15 minutes - What broke and what we learned.** Failed handoff, technology, product, fulfillment, customer friction, or missed opportunity. Find the cause and the safeguard that failed.
- **15-23 minutes - Money and opportunity.** What improved audience, conversion, order value, margin, repeat buying, or sponsor value? What did we miss? What could help everyone participate in a stronger business?
- **23-30 minutes - Friction and development.** What makes the job harder? Is a repeated problem caused by unclear ownership, tools, capacity, training, or a role mismatch? Assign support before labeling a person the weak link.
- **30-36 minutes - Recognition and community.** Star of the Week, unsung contributor, favorite participant/community moment, favorite product, and a Blooper of the Week when the person involved is comfortable with the joke.
- **36-42 minutes - Next experiments.** Choose one or two deliberate tests with an owner, measure, and review date. Avoid changing everything at once.
- **42-45 minutes - What aren't we talking about?** Surface overlooked concerns, then confirm actions and any private follow-up.

Ground rules

No public shaming, witch hunts, forced disclosures, or performance ambushes. Discuss the failed process in the group; coach individuals separately. Laugh with people, not at them. Do not use community recognition to expose private audience information or turn compensation into a ranking.

Accountability remains real: name an owner, action, due date, and evidence of completion. At the next Playback, review outstanding actions briefly. Close an action only when the change is verified. Repeated negligence or misconduct belongs in the private accountability process.

Meeting output

Keep one short record: the useful win; the failure and lesson; the money/opportunity finding; friction/training need; recognition; one or two experiments; and actions with owner/due date. If the meeting produces no decision, learning, or useful connection, change the format. Required attendance and preparation have disclosed, reviewed compensation treatment; social enjoyment is not an obligation.