

The Micro-battles Launch Checklist

Determine if your micro-battles are set up to succeed. If you answer "yes" to the first six items, you can proceed. If you answer "no" to any item, define the actions required to get to "yes." About three to four weeks after launching, return for the last four items.

W Winning **S** Scaling **A** Amplifying

Core requirements

Y/N Actions required

		Y/N	Actions required
PRELAUNCH	Your senior leaders are committed to the goal of scale insurgency. They've signed up to sponsor your micro-battles.	W	
	Your micro-battles are linked to key strategic priorities. They support your insurgent mission and the spiky capabilities that will help you win.	W	
	You have a strong micro-battle leader and can assemble a dedicated team. You're committed to freeing up your best talent and coaching them to lead micro-battles.	W	
	You know the first failure point. You've scoped your micro-battle mission.	W	
	You're building a repeatable model to deploy across the organization. Your team is aligned on the goal and the size of the prize.	S	
	Your leaders are committed to building the scaling community and you have scalers on your team. They are putting processes in place to identify and flexibly allocate scalers.	A	
SECOND CYCLE	You have a failure-point schedule that outlines how your micro-battle will scale. You know how to move from innovation to route to market to embedding routines.	S	
	You know if your business-building goal is to deliver or develop. Your micro-battle either improves and scales existing capabilities, or it accelerates business or capability building.	S	
	Your leaders have a "growth mindset" and help micro-battle teams learn from each other. They've shifted their mindset from control to trust and from protection to learning.	A	
	Your leaders have a venture capitalist approach. They reallocate funding toward winning micro-battles and rigorously explore options to pivot or accelerate.	A	