ONE SOURCE. THREE PUBLISH-READY PIECES.

Your ideas. *Everywhere* they matter.

Turn one useful insight into an email your audience wants to open—and LinkedIn posts worth stopping for. No filler. No invented expertise.

THE FICTIONAL SOURCE IDEA

"My team still brings every decision to me, even the small ones."

WHAT WE CREATED

01 High-value email newsletter
02 Point-of-view LinkedIn post
03 Practical framework LinkedIn post

EDITORIAL SAMPLE / 01

All business names, source ideas and example deliverables in this portfolio are fictional. No results or client endorsements are claimed.

An email worth opening.

A complete newsletter draft with subject line, preheader, a useful framework and a natural invitation to reply.

Subject: The hidden tax on every “quick question”

Preheader: A simple 3-lane rule for decisions your team can make without you.

FIELDWORK
INDEPENDENT OPERATIONS ADVISORY · FICTIONAL

FIELD NOTES / 001

You're not the bottleneck. Your approval process is.

When a growing team needs permission for every small decision, the business slows down in ways no dashboard can fix.

It starts innocently: “Can I offer this customer a replacement?” “Should we move that deadline?” “Is this okay to send?”

Each question takes only a moment. But the bigger cost isn't the interruption. It's a team learning that waiting for permission feels safer than using its judgement.

The fix isn't telling people to “take more ownership.” It's making ownership specific.

TRY THE 3-LANE DECISION RULE

GREEN	**Decide.** Routine choices within an agreed rule or budget. No approval needed.
AMBER	**Decide + inform.** Reversible choices that affect another team or timeline.
RED	**Ask first.** Legal, safety, major financial or hard-to-reverse decisions.

The categories will look different in every company. What matters is writing down a few real examples, so people aren't forced to guess where the boundaries sit.

> **Your 15-minute exercise**
>
> Look at the last five approvals you gave. Put each in a lane. If three are Green, write one clear rule and give the next one back to the team.

One question to take into your next team meeting: “What are you waiting for my approval on that you could safely own?”

Reply with your most frequent approval →

FIELDWORK Advisory · A fictional sample newsletter
For demonstration only. Final client editions would use approved brand details, source material and factual review.

Content that earns a pause.

One opinion-led post to spark conversation. One practical framework people can save and apply. Both based on the same source concept.

F

FIELDWORK Advisory

Fictional brand · Draft post for review

If every decision needs your approval, your team may be doing exactly what your system taught them to do.

Wait.
Check.
Ask the founder.

Then we call it a “lack of ownership.”

Before you ask people to be more proactive, ask yourself:

Have we actually told them which decisions are theirs?

Clear decision boundaries beat another motivational speech.

Give people authority they can use—not just accountability they can be blamed for.

What's one approval that shouldn't reach your desk anymore?



Post 01 · Opinion / Conversation

F

FIELDWORK Advisory

Fictional brand · Draft post for review

The fastest way to reduce founder bottlenecks isn't to delegate everything.

It's to define three kinds of decisions:

🟢 **GREEN:** Team decides within agreed rules.

🟠 **AMBER:** Team decides, then keeps others informed.

🔴 **RED:** Team asks first when the stakes are high.

Start with five decisions that interrupted your week.

Sort them into these three lanes. Then publish one rule that makes the next Green decision obvious.

A team can't own a decision it isn't allowed to make.

Save this for your next operations meeting.



Post 02 · Framework / Saveable

WHY THIS PACKAGE WORKS

One source concept becomes three distinct assets: the email builds trust with substance, the opinion post starts conversation, and the framework post gives readers something useful to retain.

EDITORIAL INTEGRITY

Illustrative writing only. No fictional testimonials, invented performance metrics or unsupported customer outcomes. Real work uses client-approved source material and final review.