LESSON 9

The Desk Lab Card

Four honest numbers, one skill, thirty days.

1 · Every Friday: four numbers

Count the same way every time. A conversation is a real back-and-forth with someone who can say yes. Then answer one question: did I do the work?

Week	Dials	Conversations	Meetings set	Meetings held	Did I do the work? (Y/N)
1					
2					
3					
4					

2 · Once a month: three ratios

Dials → conversations (list or readiness) · conversations → meetings set (message) · set → held (said yes, didn't mean it). Fix the biggest leak, not the highest step.

Example (made up): Jo. 200 dials, 60 conversations, 6 set, 5 held. Leak: conversations → set. A message problem.

Dials → talks	Talks → set	Set → held	Biggest leak

3 · This month's one skill

Write it as one sentence you can check on Friday. Work it on every call this month. Lots of fake yeses? Go upstream to the message.

Example: "Every call this month opens with one real reason."

My one skill (one checkable sentence)

4 · Keep it or swap it (after 30 days)

Same list, same hours, same four numbers. Only the skill changes. Ramping or in a hole? Read the ratios weekly with your manager until it's steady.

Ratio before	Ratio after	Keep / Swap	Next month's skill

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