

# Build / Borrow / Bridge Capacity Worksheet

## Domain Methods

Use this worksheet to decide whether the next analytics or RevOps problem should be built internally, solved with time-bound outside help, or bridged with ongoing augmentation.

Run it with the people already carrying the pain: the head of data, RevOps, marketing, and whoever keeps assuming this is one hire away from solved.

### Step 1: inventory the next 90 days of work

List the concrete work already hitting the team: board reporting, attribution cleanup, stakeholder translation, warehouse repair, model QA, CRM definition drift.

For each item, note whether it is durable, time-bound, or recurring but still ownerless.

### Step 2: run the handoff test

Named internal owner after outside help leaves? Yes / No

Defined finish line before work starts? Yes / No

Capability still needed next quarter? Yes / No

Could we justify a clean full-time role for this exact gap right now? Yes / No

Is the main pain actually unclear asks and cross-functional translation? Yes / No

### Step 3: simple capacity calculator (score each 0-2)

This work will still matter in more or less the same form 12 months from now. \_\_\_\_

There is a credible internal owner who could maintain the result after a handoff. \_\_\_\_

The main challenge is time-bound specialist work, not recurring ownership. \_\_\_\_

The same capability gap is likely to show up again next quarter. \_\_\_\_

The company can justify a clean full-time role for this exact need. \_\_\_\_

The biggest risk is unclear scope or business-to-data translation, not raw implementation effort. \_\_\_\_

### Step 4: choose the path

Build = durable capability, long-term owner, company-specific logic.

Borrow = time-bound specialist work with a real finish line and handoff.

Bridge = recurring structural gap that still does not map cleanly to a full-time hire.

### Decision tree

If there is no clear ask yet, start with translation before debating staffing.

If the work is durable and ownership should live inside the company, build.

If the work ends cleanly and a real owner exists, borrow.

If the gap keeps recurring but the role is still structurally awkward, bridge with explicit review points.

### 90-day decision summary

Chosen path: \_\_\_\_\_

Owner: \_\_\_\_\_

Handoff date or review date: \_\_\_\_\_