

Revenue Definition Cleanup Sprint Worksheet

Domain Methods

How to use this worksheet

- Use this with the four to six people who keep defending or reconciling the leadership version of revenue.
- Keep the first sprint narrow: pick only two to four metrics that are creating the most forecast, board, or budget friction right now.
- Fill out the owner map and decision log as you go. If a field stays fuzzy at the end of day 30, the sprint is not done yet.

Week 1: collect the competing definitions

- Metrics to include this sprint: _____
- What leadership meeting keeps breaking first? _____
- For each metric, list the current label, trusted report, source system, and decision it supports.
- Main complaint from finance / sales / marketing / RevOps: _____

Week 2: run the alignment session

- Metric: _____ Primary decision: _____
- Canonical definition: _____
- Key exclusions: _____
- Source of truth: _____ Confidence needed: directional / decision-grade / board-grade
- Business owner: _____ System/process owner: _____

Week 3: trace the logic path

- Where is the number presented? _____
- Where is it actually calculated? _____
- Where do manual patches happen today? _____
- Which caveat keeps repeating every cycle? _____
- Likely fix type: definition / owner handoff / source logic / reporting label / deeper foundation work

Week 4: ship the highest-leverage fixes

- What can make the next leadership meeting cleaner immediately? _____
- Definition record approved? yes / no Reporting label corrected? yes / no
- Owner map complete? yes / no Follow-on implementation list written? yes / no
- What should explicitly wait until phase two? _____

Decision log

- Decision made: _____
- Why this version won: _____
- Open caveat or unresolved edge case: _____

- Owner and deadline for follow-up: _____

Leadership summary

- Metrics now safe enough for the next exec / board / forecast conversation:

- Metric still too fragile to overstate: _____
- One next move if the sprint reveals deeper system debt: _____
- Route to Three Teams, Three Numbers when the main blocker is unresolved cross-functional disagreement.
- Route to Data Foundation when the main blocker is brittle source logic, warehouse debt, or recurring manual patching.