

Domain Methods  
Trust Tax Worksheet

Estimate the cost of waiting to fix messy marketing and revenue data.

1. Reconciliation time per week

- Leadership meeting time spent debating numbers: \_\_\_\_\_ hours
- Analyst / RevOps prep time rebuilding metrics: \_\_\_\_\_ hours
- Manager time spent in side spreadsheets or one-off analysis: \_\_\_\_\_ hours
- Total hours per week: \_\_\_\_\_ hours

2. People involved

- Leadership participants: \_\_\_\_\_ x \$\_\_\_\_\_ / hour
- Functional operators: \_\_\_\_\_ x \$\_\_\_\_\_ / hour
- Data / RevOps team: \_\_\_\_\_ x \$\_\_\_\_\_ / hour

3. Monthly Trust Tax estimate

Formula: people involved x hours per week x loaded hourly cost x 4.3

Estimated monthly Trust Tax: \$\_\_\_\_\_

4. Decision slippage

- Decisions delayed this quarter because the data was not trusted: \_\_\_\_\_
- Bets kept alive longer than they should have been: \_\_\_\_\_
- High-value ideas delayed due to weak evidence: \_\_\_\_\_

5. Next move

- Which metric conflict is most expensive right now? \_\_\_\_\_
- Which workaround should be eliminated first? \_\_\_\_\_
- What is the next step: diagnostic or foundation fix? \_\_\_\_\_

If leadership keeps getting different numbers, start with

Three Teams, Three Numbers:

<https://domainmethods.com/services/three-teams-three-numbers>