

Built for **HARD**

48-Hour Shared-Purpose Sprint Blueprint

Unblock Cross-Silo Projects and Ship Results—Fast

Designed for Challenge. Built for Hard™.

This sprint converts fragmented pressure into collective performance by aligning every function to a single Gold-Medal metric, prototyping fast, and committing publicly.

1. PRE-SPRINT SETUP (≤ 1 WEEK PRIOR)

- Recruit 6-10 cross-functional contributors per squad (creative, ops, tech, finance).
- Assign one Executive Sponsor with authority to approve pilots.
- Define a Gold-Medal Metric that matters to all squads (e.g., time-to-market, conversion rate).

2. DAY 1 – ALIGN & DESIGN (HOURS 0–12)

- Kick-off briefing: Executive Sponsor frames the challenge and success metric.
- Teams run a 45-min pre-mortem: list failure points, assign owners.
- Rapid Idea Jam: generate and score concepts against the Gold-Medal Metric.

3. DAY 1 – PROTOTYPE (HOURS 12–36)

- Build a minimum viable pilot—no slide decks, tangible output only (demo, mock-up, landing page, etc.).
- Ops & Finance validate feasibility in real time.

4. DAY 2 – TEST & REFINE (HOURS 36–44)

- Soft-launch prototype to internal users or sandbox data.
- Capture immediate feedback and performance vs. baseline.

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5. DAY 2 – DEMO & DECIDE (HOURS 44–48)

- Live town-hall; each team gets 5 min to demo and 3 min Q&A.
- Executive Sponsor approves, shelves, or requests iteration on the spot.
- Publicly log decisions in sprint tracker.

6. POST-SPRINT INTEGRATION (≤ 7 DAYS)

- **Assign pilot leads, budget, and success metrics.**
- **Schedule 30-day check-in; fold successful pilots into quarterly roadmap.**

METRICS THAT MATTER

- # of pilots funded within 48 h
- % of pilots fully integrated after 30 days
- Engagement delta on “I can influence outcomes across functions”
- Cycle time reduction vs. previous projects

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