

TEAM ROLLOUT SCRIPT

The rollout meeting is where the installation becomes real to your team. Thirty minutes, its own calendar invite, everyone whose routing changes in the room — including part-timers and steady contractors. Do not stack it onto an existing meeting; the separate invite is itself a message. This file gives you the agenda, the word-for-word opening, answers to the questions your team is actually thinking, and the one-week follow-up.

BEFORE THE MEETING

- ☐ Every new owner has had their private assignment conversation and said yes
- ☐ Compensation or role questions with owners are settled, so nobody is surprised in the room
- ☐ The ownership roster, decision tables, and escalation map are finished and posted where you can show them live
- ☐ The written memo (see Internal Communication Templates) is drafted and ready to send the same day

THE AGENDA

- Minutes 1 to 5: the why, delivered straight (script below)
- Minutes 5 to 15: the specifics — roster on screen, boundaries and escalation map shown live, each owner speaking briefly about what they now hold
- Minutes 15 to 30: open questions, answered honestly

Let the owners speak during the specifics. An owner who says "here's how refund questions come to me starting Monday" in their own voice has claimed the role in front of witnesses.

THE OPENING SCRIPT

Adapt the words to your mouth — read it aloud once and swap in what you'd actually say — but keep the shape: the why first, the ownership named, the fear answered before it's asked.

TEMPLATE

"I want to tell you about a change I'm making, and I want to start with why, because I know how changes like this can read.

TEMPLATE

Right now, too many decisions in this company route through me. Not because y'all can't make them – because I never built the structure that lets you make them. That's on me, and it's slowing all of us down. Every question that waits on my inbox is work stalled and a client waiting.

TEMPLATE

So starting Monday, this changes. [Owner] owns [process] – fully. [Owner] owns [process]. Each owner has written authority: what's their call, what they loop me in on, what still comes to me. There's an escalation map for the genuinely urgent stuff, and it's short on purpose.

TEMPLATE

None of this is about anyone underperforming. And I'm not going anywhere – I'm moving my attention to the work only I can do, and handing you authority you've honestly been ready for. One more thing, and I want witnesses on this: when something wobbles under the new setup – and something will – we fix the package, not the person. The assumption is the handoff was missing a layer, and we find it together.

TEMPLATE

What questions do you have?"

THE QUESTIONS THEY'RE ACTUALLY THINKING

Is this about trust? Did we do something?

TEMPLATE

"No — and the proof is the direction of the change. You don't hand more authority to people you don't trust. If you're thinking about [the mistake everyone remembers], that got handled when it happened. This is structural, and it was coming either way."

What happens the first time I get it wrong?

TEMPLATE

"We fix the package, not the person. If the work wobbles, my first assumption is that the handoff I built was missing something — the timing, the standard, the judgment call. We find the gap, patch it, and the work stays yours. That's not a slogan; hold me to it."

So we can't come to you anymore?

TEMPLATE

"For the work, go to the owner — that's not a door closing, that's the answer getting faster. For everything else — ideas, concerns, how you're doing — my door is what it's always been. And there's an office-hours block every week for anything you want my read on that isn't urgent."

Does the owner get paid more?

TEMPLATE

"Role and compensation conversations happen one-on-one, and yes, I've had them."

Why now?

TEMPLATE

"Because I finally saw the pattern clearly: every fix I've tried kept me at the center. This one doesn't. That's the difference."

SAME DAY, IN WRITING

Send the memo before the day ends: what changed, effective when, the roster, links to the tables and the map, and the standing rule — if it's not on my list, it goes to the owner. The meeting carries the confidence; the memo carries the facts. Teams need both, from different channels.

THE ONE-WEEK FOLLOW-UP

Ten minutes, exactly one week out, three questions:

- What's working?
- Where has the new routing been confusing?
- Where have I already broken my own rules?

Ask that last one sincerely, because you probably have. Hearing "you answered Jasmine's refund question on Tuesday" and answering "you're right — Maya's call, my mistake" does more for the installation than another memo ever could.

TEMPLATE

"One week in — quick pulse. What's working, what's confusing, and where have you caught me breaking my own rules? Don't be polite about the third one. The whole point is that this holds without me policing it, and that includes policing me."

Sort the friction it surfaces into two kinds: friction because the system has a gap — fix it today, in writing. Friction because the system is unfamiliar — leave it alone; unfamiliar fades.

ROLLOUT MEETING DATE AND TIME: _____

FOLLOW-UP SCHEDULED FOR: _____

© 2026 Tiffany Lopez · Luxe Business Backend™ · For purchaser use only.