

The Domino Map

A six-step worksheet for toppling your biggest goals — one small, ordered piece at a time.



FILLED-IN SAMPLE

You do not move a big goal by pushing on it. You move it by finding the small, ordered pieces holding it up, and knocking them over in sequence. This sample walks a familiar problem — a sales goal that will not move — through the six steps. Use the blank version with your own team.

STEP 1 NAME THE SKYSCRAPER

The big domino — the outcome that will not move. Be specific.

“Hit the new-revenue goal we have missed the last two quarters running.”

STEP 2 ASK WHY IT IS STILL STANDING

Use the Five Whys. Keep asking until the answers point down, not sideways.

Why? Not enough deals close in the quarter.

Why? Good opportunities stall after the first meeting.

Why? Leads sit between marketing and sales before anyone acts.

Why? Nobody sees the buying signal in time to act while it is hot.

Why? We do not surface the trigger, and the handoff has no owner.

STEP 3 SORT INTO PEOPLE, PROCESS, DATA

Most stuck goals have a domino in at least two of the three.



PEOPLE

The rep was never trained on the piece of the job that actually drives the number.



PROCESS

The marketing-to-sales handoff is not dialed in, so opportunities stall in the gap.



DATA

We are not seeing the buying triggers fast enough to act while they still matter.

STEP 4 PUT THEM IN ORDER

The real work. Which domino, knocked over first, makes the next one easier?



Surface the trigger (Data), and the handoff has something real to act on. Fix the handoff (Process), and it becomes obvious what the rep needs to be trained to do. Train the rep (People) on a workflow that now actually exists. The sales goal falls on its own once the three small pieces go in sequence.

STEP 5 FIND TODAY'S FIRST TILE

The single smallest piece you can actually move this week. Knock it over.

First tile: Turn on the buying-signal alert that already exists in our tools, and route it to one named owner.

Owner: _____ By: _____

STEP 6 WATCH THE CHAIN, AND RE-MAP

After the first piece falls, look again. Give each domino an owner.

Notes after the first tile falls:

Stop staring at the skyscraper. Find the two-inch tile that starts the fall, line up what comes next, and let physics do the rest.

