



PARTICIPANT WORKBOOK

Build the System Behind Your Business

Diagnose the Bottleneck. Define the Process. Design the System.

TCARD → FLOW → TARGET → MODELS → BUILD

Name _____

shocardww.com

BETTER SYSTEMS. BETTER BUSINESS.

A Message From the Founder

Most businesses do not have a technology problem. They have a clarity problem.

They know something feels inefficient. Leads are being missed. Follow-up depends on memory. Information lives in too many places. Employees spend time repeating work. Opportunities disappear because there is no clear process behind them.

The instinct is often to buy another tool or automate something immediately.

But before building or buying anything, you have to understand what is actually broken.

That is why this workbook exists.

The Shocard methodology is designed to help you identify a real business bottleneck, define what should happen instead, and turn those requirements into a system that can actually be built.

You do not need to be a developer to use this framework.

You need to understand your business well enough to make clear decisions about how it should operate.

Work through one process at a time. Be honest about how things work today. Do not rush to the solution.

Better systems begin with better questions.

Sékou Diané

Founder & CEO

Shocard Worldwide

How to Use This Workbook

This workbook will guide you through five stages.

1

TCARD

Where should I investigate?

2

FLOW

What is actually broken?

3

TARGET

What should happen instead?

4

MODELS

What exactly should I build, and how should it be protected?

5

BUILD

How do I turn the blueprint into a working system?

Important Rule

Focus on **one recurring business process** at a time.
Do not try to redesign your entire company in one sitting.

Workbook Format

Every working section uses the same three parts:

Prompt

What you need to answer.

EXAMPLE

One completed example, so you can see what a strong answer looks like. Examples always appear in this lighter box — they are a reference, not an instruction.

YOUR ANSWER

Attract → Capture → Retain

ATTRACT — How do people discover or become interested in your business?

- Content
- Social media
- Referrals
- Advertising
- Networking
- Events
- Search

CAPTURE — What happens once someone becomes interested?

- Inquiry
- Website
- Lead capture
- Scheduling
- Follow-up
- Sales process
- Payment

RETAIN — What happens after someone becomes a customer?

- Onboarding
- Customer communication
- Service delivery
- Follow-up
- Repeat business
- Upsells
- Referrals
- Reviews

PROMPT

What is your current process from Attract → Capture → Retain?

How does someone first discover you, what happens when they show interest, and what happens after they become a customer?

EXAMPLE

Instagram content → website inquiry → discovery call → proposal → customer signs → onboarding → service delivery → follow-up / referral request

YOUR ANSWER

What Is a Bottleneck?

A bottleneck is a point in a business process that **restricts performance** or **causes value to leak**.

Operational Drag

The business requires more time, labor, effort, or resources than necessary.

- Repetitive work
- Waiting
- Manual work
- Rework
- Slow execution

Growth Leakage

The business loses value without always noticing.

- Lost leads
- Missed revenue
- Poor customer experience
- Missed repeat business
- Missed opportunities

Learn the Difference: Symptom vs. Root Cause

EXAMPLE

Symptom: We respond too slowly.

Observed Problem: No one knows when new inquiries arrive.

Root Cause: Leads enter through multiple channels without centralized capture or assignment.

PROMPT

What is one recurring frustration in your business?

PROMPT

What might be underneath that frustration?

STAGE

1

Scan

PURPOSE

Identify where the business needs closer examination before diagnosing a specific process.

FRAMEWORK USED

TCARD

Time → Communication → Automation → Revenue → Data

TCARD Business Scan

Use this scan to identify where your business needs the most attention.

SCORING GUIDE

1	Controlled	This area works consistently, is visible, and rarely causes problems.
2	Mostly Controlled	Occasional issues occur, but they have limited operational impact.
3	Inconsistent	Problems occur regularly or the process still depends heavily on manual effort.
4	Significant Problem	Problems happen frequently and clearly cost time, money, opportunity, or visibility.
5	Critical Weakness	The issue is persistent, poorly controlled, and actively interfering with business performance.

T — Time — Where is time being wasted?

LOOK FOR Repetitive tasks · waiting · searching · manual entry · duplicate work

EXAMPLE Two employees manually enter the same customer information into different systems.

SCORE

1

2

3

4

5

EVIDENCE FROM THE LAST 30 DAYS

YOUR NOTES

C — Communication — Where does information fail to move correctly?

LOOK FOR Missed messages · slow responses · information living in multiple places · unclear handoffs · customers repeating information · team members not knowing what happened previously

EXAMPLE Customer requests come through email, text, and Instagram, so some requests are missed.

SCORE

1

2

3

4

5

EVIDENCE FROM THE LAST 30 DAYS

YOUR NOTES

A — Automation — What predictable work still depends on someone remembering to do it?

LOOK FOR Tasks that depend on memory · repetitive data entry · manual reminders · repeated copying and pasting · routine status updates · repetitive follow-up

EXAMPLE Salespeople manually remember when to follow up with leads.

SCORE

1

2

3

4

5

EVIDENCE FROM THE LAST 30 DAYS

YOUR NOTES

TCARD Business Scan — Continued

R — Revenue — Where is money being lost, delayed, or left uncaptured?

LOOK FOR Leads going cold · missed follow-up · slow invoicing · missed renewals · missed upsells · excess labor or rework · customers disappearing without follow-up

EXAMPLE Potential customers request quotes but never receive a second follow-up.

SCORE 1 2 3 4 5

EVIDENCE FROM THE LAST 30 DAYS

YOUR NOTES

D — Data — What should the business know but cannot easily see?

LOOK FOR Missing customer history · unknown lead sources · inability to measure conversion · scattered records · unclear status · no clear performance reporting · decisions being made from guesses instead of visibility

EXAMPLE The business cannot tell which lead source produces the most customers.

SCORE 1 2 3 4 5

EVIDENCE FROM THE LAST 30 DAYS

YOUR NOTES

My Two Weakest Areas

These are the areas I should investigate more closely.

- 1
- 2

STAGE

2

Diagnose

PURPOSE

Identify what is actually broken, why it is happening, and how it affects the business.

FRAMEWORK USED

FLOW

Focus → Lay Out → Observe → Write

F — Focus on One Process

FLOW identifies what is actually broken, why it is happening, and what it is costing the business.

Choose one recurring process.

- Lead follow-up
 - Onboarding
 - Scheduling
 - Invoicing
- Customer support
 - Reporting
 - Fulfillment

EXAMPLE

Process: What happens after someone requests a quote?

YOUR PROCESS

Scope the Process

Where does it begin?

EXAMPLE Customer submits quote request.

Where does it end?

EXAMPLE Customer accepts or declines proposal.

Who is involved?

EXAMPLE Customer, salesperson, manager.

What outcome should it create?

EXAMPLE Every qualified request receives a quote and follow-up.

L — Lay Out the Current Flow

Map what actually happens today. Do not map the ideal version. A process may contain different numbers of steps, handoffs, and actions — do not force your process into a predetermined pattern.

Understand the Building Blocks

Trigger

The event that starts the process.

Example: A customer submits a quote request.

Handoff

The point where information or responsibility moves from one person, department, or system to another.

Example: Sales sends an approved order to operations.

Step

An action that occurs during the process.

Example: The salesperson reviews the request.

Outcome

The result produced at the end of the process.

Example: Customer receives the completed proposal.

Your Current Pattern

List what actually happens in order. Use as many or as few Triggers, Steps, Handoffs, and Outcomes as your process requires.

#	TYPE	WHAT HAPPENS?	WHO / WHAT HANDLES IT?
1			
2			
3			
4			
5			
6			
7			
8			

Add additional steps in the margin if needed.

O — Observe the Losses

Look at your current flow and identify where value is being lost.

Time — What takes too long?

EXAMPLE Owner manually forwards every new inquiry.

Money — Where is unnecessary labor, rework, cost, or direct financial loss occurring?

EXAMPLE Staff spend five paid hours every week correcting preventable order-entry mistakes.

Opportunity — Where could a sale, customer, renewal, or referral disappear?

EXAMPLE Leads are never followed up after the first call.

Information — What is missing, scattered, duplicated, or inaccurate?

EXAMPLE Lead source is not recorded.

Accountability — Where is ownership unclear?

EXAMPLE No one knows who owns the next follow-up.

Prioritize the Biggest Bottleneck

FREQUENCY — HOW OFTEN DOES THIS HAPPEN?

Low Happens occasionally or only under unusual circumstances.

Medium Happens repeatedly, but not during most occurrences of the process.

High Happens consistently or during a large percentage of process runs.

☐ Low ☐ Medium ☐ High

IMPACT — HOW MUCH DAMAGE DOES IT CREATE?

Low Creates minor inconvenience with little effect on customers, revenue, or operations.

Medium Creates noticeable delays, wasted effort, lost opportunities, or customer friction.

High Creates significant revenue loss, major wasted effort, serious customer impact, or prevents the process from achieving its purpose.

☐ Low ☐ Medium ☐ High

W — Write the Bottleneck Statement

Apply It: Identify the Root Cause of Your Selected Bottleneck

Selected Bottleneck — What recurring problem has the strongest combination of Frequency + Impact?

Business Impact — What is this problem actually causing?

EXAMPLE Leads go cold before a salesperson contacts them.

Root Cause to Address — Why is this happening?

EXAMPLE No centralized process assigns new leads to an owner.

Write the Statement

This single sentence is the most important output of the diagnosis. If you cannot write it clearly, you are not ready to automate the process.

FORMULA

When [trigger / process] occurs, [problem] causes [business impact]
because [root cause].

EXAMPLE

When a new inquiry enters the business, follow-up is frequently delayed, causing potential customers to go cold because inquiries are being manually tracked across multiple channels without centralized ownership.

YOUR BOTTLENECK STATEMENT

WHEN

PROBLEM

CAUSES

BECAUSE

STAGE

3

Define

PURPOSE

Define what the improved business process should accomplish before choosing technology.

FRAMEWORK USED

TARGET

Trigger → Actions → Requirements → Guardrails → Exceptions → Target Outcome

Trigger • Actions • Requirements

Define what should happen instead — before choosing any technology.

T — Trigger

What starts the improved process?

EXAMPLE

A new lead submits a website form.

YOUR TRIGGER

A — Actions

What should happen from beginning to end?

EXAMPLE

Lead captured → assigned → confirmation sent → salesperson notified → follow-up completed → outcome recorded

YOUR ACTIONS

↓

↓

↓

R — Requirements

What information, resources, or conditions must exist for the process to work?

EXAMPLE

Name, email, lead source, service requested, assigned owner.

YOUR REQUIREMENTS

- 1
- 2
- 3
- 4
- 5

Guardrails • Exceptions • Outcome

G — Guardrails

What can be automated, and what should remain human?

EXAMPLE

AI may draft follow-up emails, but a salesperson handles pricing negotiations.

AUTOMATION CAN HANDLE

HUMAN JUDGMENT IS REQUIRED FOR

E — Exceptions

What happens when the normal process cannot continue as planned?

Exceptions define the business decision for unusual situations, failures, or conditions that move the process away from its normal path.

EXAMPLE

If the lead does not respond after three attempts, stop active follow-up and move the lead to a nurture sequence.

YOUR EXCEPTION RULE

If

Then

T — Target Outcome

What measurable result proves the process is working?

EXAMPLE

95% of qualified leads are contacted within 10 minutes.

YOUR TARGET OUTCOME

Put the Process Together

FORMULA

When [trigger] occurs, the process should [key actions],
using [requirements], while [human / system] handles [responsibility],
resulting in [target outcome].

EXAMPLE

When a new website inquiry is submitted, the process should capture the lead, assign an owner, send confirmation, and create a follow-up task using the customer's contact and service information, while the salesperson handles the sales conversation, resulting in 95% of qualified leads receiving contact within 10 minutes.

YOUR TARGET PROCESS STATEMENT

STAGE

4

Design

PURPOSE

Translate business requirements into a system blueprint that can be built and secured.

FRAMEWORK USED

MODELS

Modules → Objects → Decision Logic → Experience → Launch Blueprint →
Security & Governance

M — Modules

FLOW studied the business. TARGET defined the process. MODELS defines the software.

What Is a Module?

A **module** is a major functional area of your system. It groups together related information and actions around one business need. Think of modules as the main sections or capabilities of the application.

EXAMPLES

Dashboard

A quick summary of important activity, numbers, and alerts.

Customers

Where current or past customer information is stored.

Tasks

Tracks work that needs to be completed.

Scheduling

Manages appointments, meetings, or service dates.

Onboarding

Manages the steps required after someone becomes a customer or joins a process.

Documents

Stores or organizes files connected to records.

Leads

Where potential customers and their information are managed.

Pipeline

Shows where opportunities currently sit within a process or sales journey.

Follow-Up

Manages reminders, communication, and future contact.

Intake / Forms

Collects information from customers, leads, or employees.

Reporting

Shows performance, trends, and important metrics.

Settings / Admin

Controls system configuration, users, permissions, and other administrative options.

TIP

A module is usually a **business capability**, not simply a screen. A landing page is generally a screen or interface — if the system has a larger Lead Capture / Intake function, that would typically be the module.

Follow-Up can be a module when it contains enough related functionality, such as upcoming follow-ups, overdue follow-ups, communication history, reminders, and sequences.

YOUR MODULES

1

2

3

4

5

6

REMINDER

For the first useful version, aim for **3–6 modules**.

O — Objects

What information does the system need to store?

EXAMPLE

Lead object: Name · Email · Lead Source · Status · Owner

Activity object: Date · Type · Notes · Outcome

Relationship: One Lead → Many Activities

What Is a Relationship?

A relationship explains **how one type of record connects to another**. Relationships help the system understand which information belongs together.

- One Customer → can have many Orders
 - One Lead → can have many Activities
- One Employee → can have many Tasks
 - One Project → can have many Documents

Your Object #1

OBJECT NAME

FIELDS

1

2

3

4

5

Your Object #2

OBJECT NAME

FIELDS

1

2

3

4

5

Relationship

One

has many

D — Decision Logic

Decision Logic turns your process requirements into the rules your system uses to make routine decisions.

- 1

TARGET — Exceptions
Defined what the business should do when the normal process cannot continue as planned.
- 2

MODELS — Decision Logic
Defines the rules the software uses to operate the process.

Use your TARGET Actions, Requirements, Guardrails, and Exceptions as inputs.

HOW SHOULD THE SYSTEM BEHAVE?

If X happens → then Y should happen.

EXAMPLES

If Lead Source = Website → tag Source as Website.

If Service Type = Commercial → assign Commercial Sales Rep.

If Status = Qualified → show Proposal Required.

If Follow-Up Date = Today → place record in Today's Follow-Ups.

YOUR RULES

If

→ then

If

→ then

If

→ then

If

→ then

E — Experience

Who uses the system, and what should each person see and do?

EXAMPLE ROLE	WHAT THEY SEE	WHAT THEY CAN DO
Salesperson	Assigned leads	Update status and notes
Manager	Team pipeline	Reassign leads, review performance
Owner	Entire system	Full access

Your Roles

ROLE	WHAT THEY SHOULD SEE	WHAT THEY SHOULD BE ABLE TO DO

L — Launch Blueprint

Bring everything together. This page is what you hand to a builder.

Business Context — what does the business do?

Example: Residential HVAC company serving homeowners.

Bottleneck

FIND IT: FLOW — O · P.12

Example: New quote requests are inconsistently followed up.

Root Cause

FIND IT: FLOW — O · P.12-13

Bottleneck Statement

FIND IT: FLOW — W · P.13

Target Process

FIND IT: TARGET — PROCESS STATEMENT · P.17

Target Outcome

FIND IT: TARGET — TARGET OUTCOME · P.16

Modules

FIND IT: MODELS — M · P.19

Objects / Data

FIND IT: MODELS — O · P.20

Decision Logic

FIND IT: MODELS — D · P.21

User Roles / Experience

FIND IT: MODELS — E · P.22

Success Criteria

The conditions that must be true for you to consider the finished system successful. Your Target Outcome is usually the main measurable result, but additional conditions may also matter.

Example: All new leads are captured · every lead receives an owner · 95% receive contact within 10 minutes · managers can see overdue follow-ups · users cannot access records they are not authorized to see

Security Checkpoint

Review the system before building it. Six questions, every time.

DATA → ACCESS → ACTION → APPROVAL → AUDIT → FAILURE

Data — What information are we giving the system?

EXAMPLE Customer names, email addresses, phone numbers, purchase history.

Access — What systems and records can it reach?

EXAMPLE Customer database and company email, but not payroll records.

Action — What is the system or AI allowed to do?

EXAMPLE Create lead records, send reminders, and draft emails.

Approval — What requires a human before it happens?

EXAMPLE Refunds, contract changes, and pricing exceptions require manager approval.

Audit — Can we determine what happened, when, and who or what caused it?

EXAMPLE Every status change and automated message is logged.

Failure — What happens when something goes wrong?

EXAMPLE If an automation fails three times, stop the workflow and notify the manager.

Security Controls to Consider

Check the controls your system may need. You do not have to implement them yourself — you have to know to ask for them.

- ☐ **Authentication** — Confirms that someone trying to enter the system is really who they claim to be.
- ☐ **Multi-Factor Authentication** — Requires an additional verification step beyond a password.
- ☐ **Role-Based Access Control** — Controls what someone can do based on their role.
- ☐ **Row-Level Security** — Controls which individual records someone is allowed to see.
- ☐ **Backend Authorization** — Checks permissions behind the scenes rather than relying only on what is visible on the screen.
- ☐ **Encryption** — Makes stored or transmitted information unreadable to unauthorized people.
- ☐ **Secure Database / Storage** — Stores information in a properly protected service rather than unsafe files or locations.
- ☐ **API Keys and Secrets Protected** — Keeps passwords, tokens, and system credentials out of public code or exposed locations.
- ☐ **Input Validation** — Checks information entered into the system before accepting or using it.
- ☐ **Audit Logs** — Keeps a record of important actions so you can see what happened and who or what caused it.
- ☐ **Monitoring** — Watches the system for failures, unusual activity, or other problems.
- ☐ **Backups and Recovery** — Keeps recoverable copies of important information if something is lost or damaged.
- ☐ **Data Minimization** — Only collects and stores information the system actually needs.
- ☐ **Retention / Deletion Rules** — Defines how long information should be kept and when it should be removed.
- ☐ **Integration Permissions** — Limits connected tools to only the information and actions they actually need.
- ☐ **Rate Limiting** — Prevents a user, system, or attacker from sending an excessive number of requests too quickly.
- ☐ **Dependency Security** — Keeps outside software components and packages updated and checks them for known security problems.
- ☐ **Human Approval Points** — Requires a person to approve certain actions before the system executes them.
- ☐ **Scoped AI-Agent Permissions** — Limits an AI agent to only the systems, information, and actions it needs.
- ☐ **Rollback / Reversal Path** — Provides a way to undo or recover from an incorrect automated action.

Security Controls My System Requires

STAGE

5

Build

PURPOSE

Turn the completed blueprint into a working system with an AI builder.

BUILD METHOD

Prepare Your AI → Build in Stages

Prepare the AI Builder

DO NOT BEGIN WITH

“Build me a CRM.”

Use your completed blueprint instead.

Before allowing the AI builder to begin development, ask it to:

- 1

Review the Complete Specification

Read everything before building anything.
- 2

Restate Its Understanding

Explain back what it believes you want so you can catch misunderstandings early.
- 3

Identify Missing Requirements

Point out information or decisions that have not yet been defined.
- 4

Identify Contradictions

Flag instructions that conflict with one another.
- 5

Recommend the Architecture

Suggest how the system should technically be structured.
- 6

Break Development Into Logical Stages

Create an ordered build plan instead of attempting everything at once.
- 7

Confirm Security Requirements

Review the protections the system will need before development begins.
- 8

Identify High-Risk Actions That Need Approval or Rollback

Flag automated actions that could cause serious problems if performed incorrectly.

EXAMPLE PROMPT

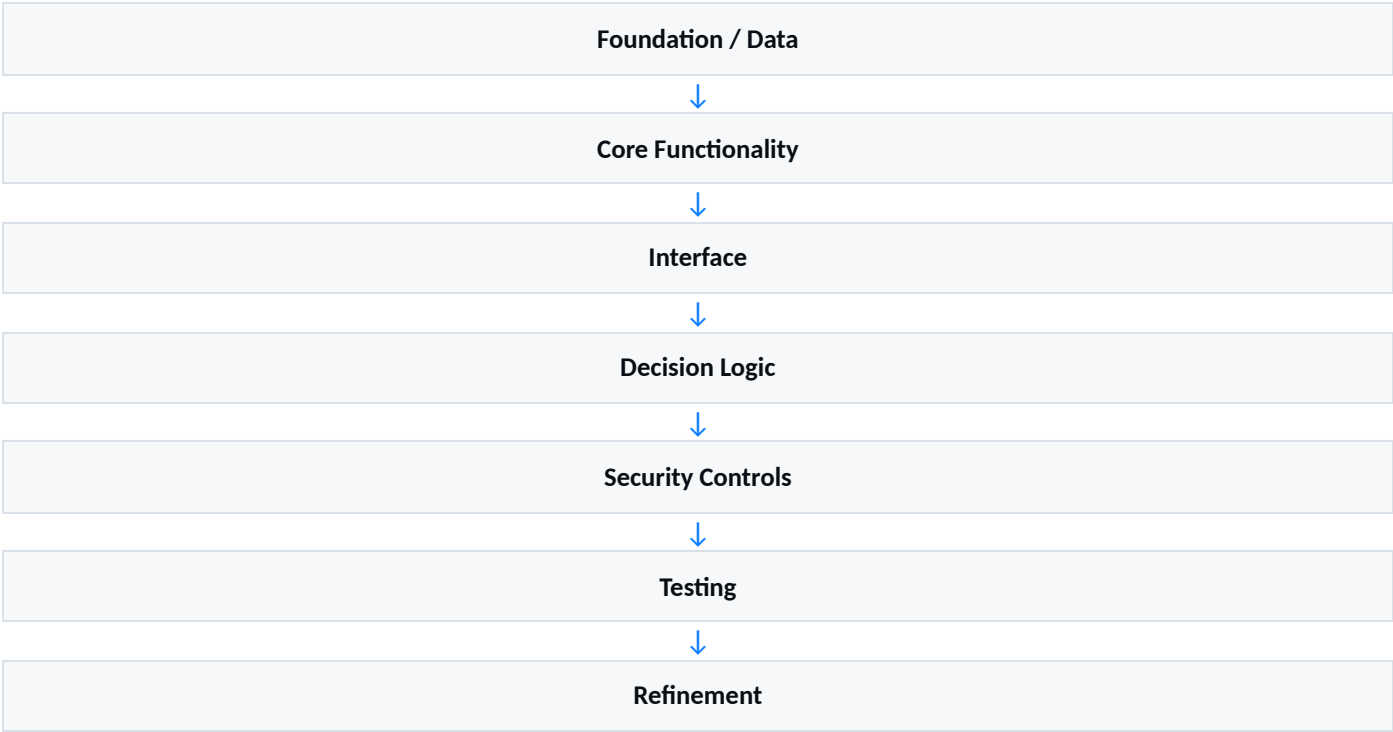
“I am going to provide a complete system blueprint. Do not begin building yet. First review the requirements, restate your understanding, identify missing or conflicting requirements, recommend the architecture, identify security concerns, and break the build into logical stages.”

MY AI BUILDER

NOTES FROM THE ARCHITECTURE REVIEW

Build in Stages

Recommended sequence. Do not ask an AI builder to produce everything at once.



My Build Stages

STAGE 1

STAGE 2

STAGE 3

STAGE 4

STAGE 5

Build for Failure

Do not design only for the happy path.

What is the riskiest automated action in your system?

EXAMPLE

AI automatically sends customer refunds.

CAN IT BE REVERSED?

☐ Yes ☐ No ☐ Unsure

Who gets alerted if it fails?

EXAMPLE Operations manager receives an alert.

Where should the system stop?

EXAMPLE After two failed attempts, stop the workflow.

When should a human take over?

COULD THE RISKIEST AUTOMATED ACTION YOU IDENTIFIED ABOVE ACCIDENTALLY BE TRIGGERED MORE THAN ONCE FOR THE SAME EVENT OR RECORD?

Example: A payment event accidentally causes two customer confirmation emails to be sent.

☐ Yes ☐ No ☐ Unsure

COULD THIS WORKFLOW ACCIDENTALLY TRIGGER ITSELF OR CONTINUE REPEATING WITHOUT A STOPPING CONDITION?

☐ Yes ☐ No ☐ Unsure

What safeguard is needed?

My 30-Day System Action Plan

Build the **minimum useful system**, not the maximum possible system.

Every field here should already have an answer somewhere in your workbook.

Biggest Operational Leak [FIND IT: FLOW — O / W • P.12-13](#)

Example: Leads are not consistently followed up.

Target Process [FIND IT: TARGET — PROCESS STATEMENT • P.17](#)

Automation Opportunity [FIND IT: TARGET — GUARDRAILS • P.16](#)

Required Information [FIND IT: TARGET — REQUIREMENTS • P.15 + MODELS — OBJECTS • P.20](#)

System I Am Building [FIND IT: MODELS — LAUNCH BLUEPRINT • P.23](#)

My First Useful Version [FIND IT: MODELS — MODULES • P.19 + BUILD SEQUENCE • P.28](#)

Example: Lead capture + assignment + follow-up tracking.

Security Controls Required [FIND IT: SECURITY & GOVERNANCE REVIEW • P.24-25](#)

My 30-Day Deliverable

This is what will actually exist within 30 days.

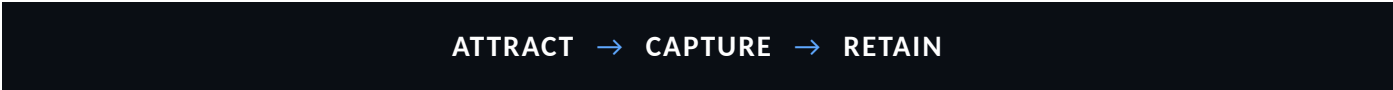
Example: Within 30 days, launch a working lead capture and assignment system that automatically records every website inquiry, assigns an owner, and tracks the next follow-up date.

My Success Metric [FIND IT: TARGET — TARGET OUTCOME • P.16](#)

This is how you will know the system is working.

Example: 95% of leads contacted within 10 minutes.

The Shocard Method



TCARD	Where should I investigate?
FLOW	What is actually broken?
TARGET	What should happen instead?
MODELS	What exactly should I build, and how should it be protected?
BUILD	How do I turn the blueprint into a working system?

Reminder — This Methodology Is Reusable

Run the same five stages on any recurring process in the business:

- Sales
- Onboarding
- Fulfillment
- Customer service
- Internal operations
- Reporting
- Retention
- Scheduling
- Invoicing
- Other recurring processes

Notes & Next System

The Next Bottleneck I Want to Diagnose

Ideas for Future Improvements

Questions I Still Need Answered

Additional Notes

Ready to Build the Right System?

Shocard helps businesses identify operational bottlenecks and build custom AI-powered systems around how the business actually needs to operate.

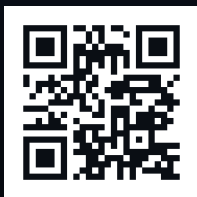
We Specialize In

- Business process diagnosis
- Operational bottleneck identification
- Custom AI systems
- Workflow automation
- Sales and customer-management systems
- Internal business dashboards
- Data visibility and reporting
- AI-assisted business infrastructure



If you know what is broken but need help building the solution,
book a consultation with Shocard Worldwide.

shocardww.com/book



Bring your completed workbook to the call. The work you did here gives us a head start on your process, bottleneck, requirements, and system goals.

BETTER SYSTEMS. BETTER BUSINESS.

**Systems create freedom when they reduce unnecessary dependence on memory,
manual work, and constant intervention — without sacrificing control.**

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