

Worksheet 06 — The partnership map

From Chapter 8 — The spokes you don't own. Run it on the next spoke you can feel yourself about to over-build.

. . .

Name the gap — be honest about what you don't want to own

- The capability this spoke actually needs (be specific — not “more scale” but “the trucks, crew, and inventory to serve 200 people on a Saturday”):

- The sentence that decides it:

I do **not** want to build this myself. ☐ true ☐ not true

(If it isn't honestly true, this may be a real owned spoke — a different chapter. Partnership is for gaps you want filled, not owned.)

Find the fit — and write both seams

- A complementary business that already runs this at the scale you lack:

- **The seam sentence** (the public boundary that makes you safe to promote):

We do _____. They do _____.

- **The referral sentences** — one in each direction:

Us → them: “ _____ ” Them → us:
“ _____ ”

(A referral you can't say in a sentence won't flow. Write both, or the wheel only spins one way and calls itself a partnership.)

Pick the model — decide how the work moves

Choose one, out loud, before you're improvising it mid-job:

- ☐ **Referral** — point the customer at them and step out.
- ☐ **White-label** — their capacity under your name (or yours under theirs).
- ☐ **Co-deliver** — both brands visible, both on site, seam drawn for the customer to see.

Put a **check-in date** on the calendar (same as a kill-or-keep date): _____ / _____ / _____

The test on that date: is the referral flowing **both** ways, without either of you forcing it? A flywheel spins both ways, or it's just generosity with extra steps.