THE DISCOVERY DISPLACEMENT AUDIT

One week of one product person's calendar. One page.

WEEK OF: _____ **WHOSE CALENDAR:** _____

1. TAKE LAST WEEK'S CALENDAR

Yours, or one product person's on your team.

Total hours booked: _____

2. SORT EVERY BLOCK BY WHO THE TIME FACES

Not by whether the meeting was any good.

MARKET-FACING: customers, buyers, market data.

_____

DELIVERY-FACING: the team building the product.

_____

INTERNAL ALIGNMENT: getting people inside the building to agree.

_____

3. WRITE THE INTENDED SPLIT, BEFORE ANY TOTALS

How many hours should face each column?

Market-facing intended: _____

Delivery-facing intended: _____

Internal alignment intended: _____

4. TOTAL THE COLUMNS AND SET THEM BESIDE IT

Market-facing logged: _____

Delivery-facing logged: _____

Internal alignment logged: _____

Intended minus logged is the drift.

Market-facing drift: _____ hours

DONE WHEN: every block sits in one column, the intended split came before the totals, and the market-facing drift is one number. It describes how the week faced, not how hard anyone worked.