

Protect List Worksheet

Check each asset before you compress a workflow. If none are at risk, accelerate. If one is at risk, name what is compressing it, give it an owner, and assign the Gate that protects it before you accelerate.

WORKFLOW REVIEWED

TEAM

DATE

#	ASSET	AT RISK?	COMPRESSED BY	OWNER	GATE
01	The Apprenticeship Pipeline (Your Future Bench)	☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
02	Distinctiveness and Differentiation	☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
03	Trust and Authenticity	☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
04	Taste and Editorial Judgment	☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
05	Slack and Leeway	☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
06	Long-Term Brand Equity	☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
07	Proprietary Insight and Data	☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
08	Brand Voice and Tone	☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
09	Organizational Redundancy	☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
10	Accountability for Claims	☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
11	Discipline of Curiosity (The Thinking Journey)	☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
12	Deep Comprehension and Critical Literacy	☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
13	Direct Connection to the Real Customer	☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
14	Friction, Oddity, and the Weird	☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
15	Visibility into the Why (System Transparency)	☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3

AT RISK Y yes · N no · U unknown. Treat unknown as at risk until you have run the Compression Tests.

GATES 1 Intake and briefing · 2 Production and approval · 3 Postmortem and reporting

Your Own Assets

Add the assets specific to your business that the 15 on page 1 do not cover. Ask what would break if this workflow ran with no human in it. Then check each one the same way.

#	ASSET	AT RISK?	COMPRESSED BY	OWNER	GATE
16		☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
17		☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
18		☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
19		☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
20		☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
21		☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
22		☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
23		☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
24		☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
25		☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
26		☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
27		☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
28		☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
29		☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3
30		☐ Y ☐ N ☐ U			☐ 1 ☐ 2 ☐ 3

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