

SOSP 3-LAYER COMMUNICATION TEMPLATE

Fill in each layer to build an SOP your team will actually follow.

HOW TO USE
 Pick ONE recurring task or SOP where execution is inconsistent.
 Work through each layer in order.
 Do not skip to L3 (tasks) before completing L1 (outcome) and L2 (rules).
The layer most often missing is L2, Rules.
That is where most execution gaps live.

LAYER	WHAT IT IS	EXAMPLE IN PRACTICE	FILL IN FOR YOUR TASK / SOP
TASK / SOP NAME:			Write the name of your task or SOP at the top, then complete each layer below
Organization / Company name / Branch: <hr/> Department / Function: <hr/>			
L1 VISION <i>The WHY and the WHAT</i>	The outcome you want to produce and why it matters to the business. This is the strategic intent behind the instruction. <i>Most founders communicate this layer well. The mistake is stopping here.</i>	EXAMPLE <i>"We need consistent customer follow-up after every service to protect retention and generate referrals."</i>	What outcome does this task/process need to produce? <hr/> Why does this outcome matter to the business right now? <hr/> How will we know when this outcome is being achieved? <hr/>
L2 RULES <i>The HOW: within boundaries</i>	The standards, constraints, and non-negotiables that govern how the work gets done. Not a step-by-step list, the boundaries within which the team has freedom to execute. <i>This layer is almost always missing. It exists in the founder's head. This is where most execution gaps live.</i>	EXAMPLE <i>"Within 24 hours. One contact per customer. Use the standard message format. If the customer raises a complaint, escalate. Do not resolve it independently."</i>	What does 'done right' look like, specifically and measurably? <hr/> What are the non-negotiable standards? (timing, quality, format, tone) <hr/> What should the team do when something unexpected comes up? <hr/> What must never happen, even if not explicitly asked? <hr/>
L3 TASKS <i>The WHAT: specific action</i>	The specific action: who does what, by when, using what, producing what output. This is what most teams receive, without Layers 1 and 2 in place. <i>Without L1 and L2, the team completes the task but misses the point. They had no context for what standard they were supposed to meet.</i>	EXAMPLE <i>"[Name] sends follow-up messages via [platform] within 24 hours of service completion. Log in CRM. Screenshot confirmation to ops group by EOD."</i>	Who is responsible for this task? (name, not role) <hr/> By when? (specific deadline or trigger) <hr/> Using what tool, platform, or resource? <hr/> What is the output? What does 'completed' look like? <hr/> How is completion confirmed or reported? <hr/>
3-LAYER CHECK	L1 present? Is the desired outcome clearly stated and measurable? L2 present? Are the standards, non-negotiables, and edge cases defined in writing? L3 present? Is there a named owner, a deadline, a tool, and a defined output?		If all 3 layers are complete: this SOP is ready to test. If L2 is missing: stop. Write the rules before assigning the task. If L1 is missing: the team will complete the task and miss the point.