



Clarity check

Responsibility vs ownership

By Alyssa Gammoudy

Three nonnegotiable questions

01

Who owns the outcome?

One name, not a role, not a committee. If 'marketing' owns the outcome, no one owns the outcome. Make **ONE person** accountable, even if some one else executes.

02

What decision rights come with that ownership?

What can they say yes or no to without approval? what decision are explicitly theirs? **Ownership comes with authority!**

03

How do we define success?

Form **SMART goals**. you cannot know what you cannot measure!

About Me



Too often, I've seen entrepreneurs working hard without the expected results. Sales that don't align with marketing, a corporate story that is too generic, and inconsistent actions across the business.

We often forget to start with building a strong foundation: the strategy. And strategy isn't a document set in stone. It's a living concept that should be reviewed regularly. That might be one of the reasons it's so often overlooked. Because it's not the easiest part.

After 15 years in business and reviewing thousands of company strategies, I've seen the same pattern repeat: when strategy is vague, teams compensate with more work. When strategy is clear,

execution becomes faster, calmer, and more consistent.

This document helps you fix one of the most common breakdowns I see: **accountability without real ownership.** It gives you a simple way to create clarity around who owns what, what decisions they can make, and what success actually looks like.

Building a business is hard either way. You can work hard while fighting misalignment and rework. Or you can work hard upfront and build something that carries its weight.

Choose your hard.

Alyssa Gammoudy