Welcome Clinician Founder

Decide What to Change Before You Relaunch

You launched something real. The next move is not to rebuild everything — or pretend a quiet result means nothing.

Use this Launch Debrief to record what happened, locate the part of the launch sequence that needs attention and make one evidence-led next decision.

LAUNCH DEBRIEF

FINISH WITH

One honest launch record, one part of the sequence to refine and one clear decision to relaunch, expand, pause or stop.

Allow about 35 minutes. Use the actual launch messages, numbers, notes and delivery record.

STEP 1

Freeze the version you launched

Debrief the launch that actually happened — not the improved version already forming in your head. Capture the promise and sequence before interpreting the result.

PERSON + PROMISE

Who was it for, and what useful movement did you invite them towards?

TRUST

What gave the right person a reason to pay attention, believe the promise or feel safe taking the next step?

LAUNCH VEHICLE

What delivered the value: workshop, pilot, diagnostic, cohort, service, prototype, waitlist or another tangible form?

CONVERSION ASSET + LAUNCH PATH

What helped someone understand and act, and how did they reach it?

Launch window: _____ The response or commitment I expected: _____

STEP 2

Record what happened

Write observable facts first. Attention, response, delivery, outcome and learning are different kinds of evidence. Keep the limitations visible.

ATTENTION / REACH

Who actually received or encountered the invitation? What do you know — and not know — about fit?

RESPONSE / COMMITMENT

What did people do: reply, click, register, book, refer, pay, decline, ask or stay silent?

DELIVERY / USE

Who attended, used, completed or returned? What did delivery require from you?

OUTCOME / LEARNING

What useful change, exact phrase, objection or repeated question appeared? What remains unknown?

BOUNDARIES

Did the promise, scope, privacy, professional and delivery boundaries hold? What needed rescue or clarification?

THE HONEST SENTENCE

I expected _____. What actually happened was _____. The evidence does / does not yet support _____.

STEP 3

Find the part to refine

A quiet or messy launch is not one diagnosis. Compare each part with what people actually did, then choose the first part that most limited the next step.

☐ TRUST

Did the right person have enough reason to pay attention, believe the promise and feel safe acting?

Evidence or friction: _____

☐ VEHICLE

Could this tangible form genuinely deliver the promised value within your real capacity?

Evidence or friction: _____

☐ CONVERSION ASSET

Did the invitation, page, proposal, email or conversation make the promise and next step clear?

Evidence or friction: _____

☐ LAUNCH PATH

Could the right person realistically reach the asset, understand the route and complete the next step?

Evidence or friction: _____

The first part I will refine is _____ because the clearest evidence or friction was _____.

STEP 4

Choose one next move

Do not change the whole idea because one launch felt disappointing. Choose the smallest consequential change the evidence supports — or close the loop honestly.

- [ ] RELAUNCH

  Run another bounded launch after changing one named part of the sequence.

- [ ] EXPAND

  Widen carefully only when useful behaviour or outcomes repeat and delivery remains manageable.

- [ ] PAUSE

  Preserve the learning and name what must become true before another launch.

- [ ] STOP

  Close the direction when the evidence, fit or responsible route does not justify another cycle.

MY NEXT VERSION

My decision: RELAUNCH / EXPAND / PAUSE / STOP

The one thing I will change: _____

What I will keep: _____ Signal to watch: _____

COMPLETE WHEN

You can say what happened, which part of the launch sequence needs attention and why your next move follows from the evidence.

Next action: _____ Relaunch / review date: _____

Keep this page as the evidence trail for your next launch decision.

YOUR NEXT STEP

Turn the worksheet into action

A useful resource should lead to a real conversation, test or decision — not another open tab. Take what you completed into the next real situation.

Need help implementing this? Join the Clinician Founder Actionship at just £297/yr.

Core Membership provides the community, pathway and practical resources.
Actionship includes Core and adds direct live implementation support from Shub.

CLINICIANFOUNDER.COM/ACTIONSHIP

The next responsible move is the smallest one that creates clearer evidence in the real world.