Welcome Clinician Founder

Map Your Simple Founder Journey

A 25-minute Build worksheet to see how someone moves from first attention to a useful next step — and improve the one handoff that is making the whole path feel improvised.

PRACTICAL FOUNDER RESOURCE

THE NARROW PROBLEM THIS SOLVES

> “People are engaging, but reaching, serving and following up with them still feels improvised.”

Promise: map the seven handoffs in your current founder journey, choose one bottleneck, and leave with one seven-day system change.

STEP 1

See the whole path around the idea

Build is not only product polishing. It is making the path easier to repeat. Use these seven stages as a practical map, not a compulsory funnel.

1	ATTENTION	The right person notices or encounters the work.	Where do relevant people find it?
2	CONVERSATION	Interest becomes a useful two-way exchange.	How do they ask, reply or speak with you?
3	OFFER	A clear invitation explains the next useful step.	What can they understand and choose?
4	DELIVERY	The promised work happens with clear boundaries.	How does the work begin and run?
5	OUTCOME	The person reaches or observes a useful change.	What movement are you helping create?
6	PROOF	The learning or result is captured responsibly.	What may be recorded, with permission?
7	NEXT STEP	There is a sensible continuation, referral or close.	What happens after the outcome?

READ THE HANDOFFS, NOT JUST THE BOXES

A stage may look fine on its own while the handoff before or after it is unclear. The bottleneck is often where someone must guess what happens next.

STEP 2

Map what actually happens now

Use observable reality, not the journey you intend to build later. Short phrases are enough. Leave a row blank if that step does not exist yet.

STAGE	WHAT HAPPENS NOW?	EVIDENCE / FRICTION
ATTENTION		
CONVERSATION		
OFFER		
DELIVERY		
OUTCOME		
PROOF		
NEXT STEP		

MARK THE FIRST VISIBLE BREAK

- [ ] Circle the earliest stage or handoff where people stall, repeat a question, need manual rescue or disappear. Earlier friction can create several later symptoms.

STEP 3

Choose one bottleneck to improve

Do not redesign every stage. Choose the first handoff where a small, repeatable change could make the rest of the journey clearer.

- [ ] **OBSERVABLE**
  I can describe the friction without guessing about motivation.

- [ ] **UPSTREAM**
  It appears before, or helps explain, the later problems I see.

- [ ] **INFLUENCE**
  I can change this handoff without waiting for a large team or platform.

- [ ] **REPEATABLE**
  The change could help the next relevant person, not only one exception.

ILLUSTRATIVE CLINICIAN EXAMPLE

A clinician runs a useful small-group workshop. People attend and report that it helped, but feedback, permission and the sensible next step are handled differently each time.

FIRST CLEAR BOTTLENECK

Outcome → proof. Useful learning is not captured consistently, so later invitations and follow-up rely on memory.

ONE SYSTEM CHANGE

Send one short feedback and permission prompt within 24 hours. Record the response and next action in one place.

MY BOTTLENECK STATEMENT

People move from _____ to _____, but the handoff breaks when:

_____

_____

THE ONE CHANGE I WILL TEST _____

This is a practical prioritisation check, not a validated diagnostic. If there is no real behaviour yet, return to Test rather than inventing a Build problem.

Install one clearer handoff

Make the change small enough to use with the next relevant person. The aim is not a perfect journey map; it is one less place where you or they must guess.

1. THE HANDOFF	From which stage to which stage?
2. THE CURRENT FRICTION	What observable confusion, delay, drop-off or repeated rescue occurs?
3. THE ONE SYSTEM CHANGE	Prompt, checklist, message, page, form, template, SOP or calendar step
4. THE NEXT REAL USE	Who will encounter it, and when?
5. THE SIGNAL	What behaviour will show whether the handoff became clearer?
6. THE REVIEW	Date and decision: keep, adapt, remove or investigate

COMPLETION CRITERION

- [ ] I have mapped all seven stages from current evidence, named the first visible bottleneck, and scheduled one small system change with the next real use, signal and review date.

Make one handoff easier before adding more activity.

Keep this map as your evidence trail for the handoff you test next.

YOUR NEXT STEP

Keep moving with support

A useful resource should lead to a real decision, conversation or system change — not another open tab. Bring what you completed and the point where you are stuck.

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

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

CLINICIANFOUNDER.COM/ACTIONSHIP

Take the completed page with you. The next responsible move is the smallest one that creates clearer evidence in the real world.