

Scaling Up Excellence

by Robert I. Sutton, Huggy Rao

A printable to-do list of the most effective habits from this book. Check one off each day you do it.

MON TUE WED THU FRI SAT SUN

⁰¹ **Find One Bright Pocket**

Identify one team, habit, or customer moment that already represents excellence. Write down the visible behaviors that make it work before trying to spread it.

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⁰² **Name the Sacred Core**

Separate what must stay consistent from what can adapt locally. Protect the principle, then give teams room to translate the practice.

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⁰³ **Subtract a Scaling Tax**

Remove one meeting, approval, metric, or inherited ritual that makes the excellent behavior harder than the mediocre one.

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⁰⁴ **Recruit Culture Carriers**

Choose credible peers who already live the standard. Ask them to demonstrate, coach, and narrate the behavior in rooms where adoption matters.

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⁰⁵ **Make the Next Move Visible**

Turn the desired behavior into a concrete next-Tuesday action: who does what, in which moment, with what proof that it happened.

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⁰⁶ **Stop One Bad From Spreading**

Name a toxic exception, shortcut, or cynicism loop that people copy. Address it directly before it becomes the unofficial operating system.