

APEX ATLAS SERVICE PLANS · MONDAY, NOVEMBER 2, 2026 · ALL TIMES EASTERN

Run of show

Twenty six items between 7:00 AM and 6:00 PM, each with a person and a piece of evidence that says it happened. If an item slips, say so at the next stand up rather than catching up quietly, because the next three are waiting on it.

FIRST ITEM	STAND UPS	DECISIONS	GATES TODAY
7:00 AM ET	8:30, 10:30, 14:30	3	1

TIME	WHAT HAPPENS	WHO	WHAT PROVES IT HAPPENED
07:00	Launch team on the call at 7:00 AM ET	Operations Lead Morgan Reyes	Attendance noted on the call
07:15	Systems check: order system, billing, CRM, site, forms	Systems Lead	Check sheet, five systems, all green
07:40	Feature flag turned on for the enrolment form	Web Lead	Flag state screenshot with a time stamp
07:50	One live enrolment placed by a member of the team	Customer Success Lead Avery Kellen	Enrolment record and the invoice raised
08:00	Embargo lifts and the announcement is live at 8:00 AM ET GATE	Marketing Lead Sami Torres	Published announcement with a time stamp
08:05	Plan page switched from staging content to launch content	Web Lead	Page diff before and after
08:15	Internal announcement posted to the all staff channel	COO Dana Whitfield	Posted message
08:20	Paid search campaigns set live	Web Lead	Campaign state showing live
08:25	Paid social campaigns set live	Marketing Lead Sami Torres	Campaign state showing live
08:30	First stand up: anything broken in the first thirty minutes	Operations Lead Morgan Reyes	Stand up notes
09:00	Email one sends to the installed base at 9:00 AM ET	Marketing Lead Sami Torres	Send receipt with the recipient count
09:15	Send rate and bounce rate watched for the first fifteen minutes	Marketing Lead Sami Torres	Platform screenshot at 09:15
09:30	Support queue watched against the forecast of 40 tickets	Support Lead	Queue count at each stand up
09:30	Reps begin outreach to the top 50 accounts	Account Manager Jordan Vale	Call log, 50 accounts attempted
10:00	Decision point one at 10:00 AM ET: hold the email programme or continue	COO Dana Whitfield	Decision log entry with a time stamp
10:30	Second stand up: enrolments, tickets, and anything blocked	Operations Lead Morgan Reyes	Stand up notes
11:00	Partner sites contacted with the co-branded one-pager	Account Manager Jordan Vale	Send record, 86 sites
12:00	Midday figure published to the launch channel	Operations Lead Morgan Reyes	Posted figure with the time
13:00	Decision point two at 1:00 PM ET: open enrolment to partner sites or wait	COO Dana Whitfield	Decision log entry with a time stamp
14:00	Support handover to the afternoon shift with the top five questions	Support Lead	Handover note listing five questions
14:30	Third stand up: is anything trending the wrong way	Operations Lead Morgan Reyes	Stand up notes
15:00	Website and form error rate checked against the morning baseline	Systems Lead	Error rate comparison
16:00	Decision point three at 4:00 PM ET: keep the plan page live overnight or roll back	COO Dana Whitfield	Decision log entry with a time stamp
17:00	Day one figure published: enrolments, tickets, quotes, calls	Operations Lead Morgan Reyes	Published figure with four numbers
17:30	Anything unresolved written into the tracker as a T plus 7 item	Operations Lead Morgan Reyes	New tracker rows with owners
18:00	On call cover confirmed for the evening and overnight	Operations Lead Morgan Reyes	Confirmation from the named person

The run of show is generated from the launch tracker. These are the same twenty six rows, with the same owners and the same evidence. Nobody maintains a second copy, which is why the printed sheet and the board cannot drift apart on the one day that matters most.

WHO IS ON CALL, AND THE THREE DECISIONS

Nine people on call, three decisions to make

Every role below is reachable on (555) 010-0100 through the launch bridge. A decision on this page belongs to one person, and if that person cannot be reached for twenty minutes the launch commander takes it and records that they did.

ROLE	WHO	HOURS	WHAT THEY OWN TODAY	BACKUP
Launch commander	Morgan Reyes, Operations Lead	6:30 AM to 7:00 PM	The run of show, the stand ups, and the tracker. Says what happens next.	Dana Whitfield
Decision owner	Dana Whitfield, COO	All day	The three decisions on this page, and the rollback call. Nobody else makes them.	None. See the twenty minute rule below.
Systems	Systems Lead	6:30 AM to 8:00 PM	The CRM, the form to CRM mapping, and every integration between them.	Web Lead
Web	Web Lead	7:00 AM to 7:00 PM	The plan page, the enrolment form, the landing sections, and paid search.	Systems Lead
Billing	Billing Lead	7:00 AM to 6:00 PM	Invoices, charges, proration, and anything that touches a customer account balance.	Escalate to the COO. No second billing person is on call.
Support	Support Lead	7:00 AM to 8:00 PM, two shifts	The queue, the phone tree, and the macros. Owns the top five questions list.	Avery Kellen
Marketing	Sami Torres, Marketing Lead	7:00 AM to 7:00 PM	The announcement, the email sends, paid social, and the press note.	Jordan Vale
Field	Jordan Vale, Account Manager	8:00 AM to 6:00 PM	The reps, the top 50 accounts, and every partner site contact.	Avery Kellen
Customer success	Avery Kellen, Customer Success Lead	8:00 AM to 6:00 PM	Every account that enrolls today, and the retention sequence starting behind them.	Support Lead

The three decision points

Decision 1. Do the remaining email sends go ahead?		10:00 AM ET
WHO DECIDES Dana Whitfield, COO GO Bounce under 2 percent, unsubscribes under 0.4 percent, and no price error reported. The November 23 send stays scheduled. DEADLINE Decided by 10:15 AM ET. A decision not made by then is a hold.	WHAT THEY LOOK AT - Bounce rate on the 9:00 AM send - Unsubscribe rate in the first hour - Support ticket count against a forecast of 40 for the day - Any report of a wrong price anywhere HOLD Any one of those fails. The remaining sends are held, the fault is fixed, the email is proofed again, and the send is rescheduled by the Marketing Lead in writing.	
Decision 2. Does enrolment open to partner sites today, or hold to Monday November 9?		1:00 PM ET
WHO DECIDES Dana Whitfield, COO, with Jordan Vale GO The price file carries the plan SKU and the enrolment error rate is under 1 percent. Partner sites are told they can enrol from 2:00 PM. DEADLINE Decided by 1:30 PM ET. The partner is told either way.	WHAT THEY LOOK AT - Whether the partner price file window has opened - Enrolment error rate since 8:00 AM - Support queue depth and the wait time HOLD Either fails. Partner enrolment holds to November 9, and the partner is told before 2:00 PM by a person, not by an email that arrives at six.	
Decision 3. Does the plan page stay live overnight, or roll back?		4:00 PM ET
WHO DECIDES Dana Whitfield, COO GO None of the four criteria is met. The page stays live and overnight cover is confirmed by name. DEADLINE Decided by 4:30 PM ET so there is time to run a rollback before the evening.	WHAT THEY LOOK AT - The four rollback criteria on page 3, checked one at a time - Open incidents and who is on them - Whether overnight cover exists for anything still open HOLD Any one criterion is met. The rollback on page 3 runs, and it runs in full rather than in part.	

ESCALATION AND ROLLBACK

How a problem travels, and when the launch stops

Escalate on time, not on certainty. Fifteen minutes without a fix is a level, not a failure. Never skip a level quietly: say which level you came from so the person above you knows what has already been tried.

The escalation ladder

LEVEL	WHO	WHEN	WHAT THEY DO	WHAT THEY CAN DECIDE
Level 1	The person who owns the item	0 to 15 minutes	Fix it, or say out loud that you cannot. Fifteen minutes is the whole budget.	Anything inside the plan already agreed.
Level 2	The workstream lead	15 to 30 minutes	Reassign it, work around it, or take it up. Tell the launch commander either way.	Anything that does not cost money or change a customer promise.
Level 3	Morgan Reyes, launch commander	At 30 minutes	Decide what the launch does next. Change the order of the run of show. Pull people across workstreams.	Anything operational, including pausing a channel.
Level 4	Dana Whitfield, COO	Immediately, at any hour	Anything that costs money, changes a price, changes a customer promise, or delays the launch.	All of the above, plus the three decisions.
Level 5	Rollback	Immediately	Run the rollback on this page, in full.	Dana Whitfield only, or Morgan Reyes if Dana Whitfield has been unreachable for twenty minutes.

Rollback criteria. Any one of these, and the launch stops.

	CRITERION	WHAT IT MEANS EXACTLY	WHO WATCHES IT
1	A wrong charge	Any customer is charged an amount that is not \$89 or \$149 plus tax, or an invoice shows a price that is not in the price record.	Billing Lead
2	A failing form	The enrolment form fails for more than 5 percent of submissions for more than fifteen minutes.	Web Lead
3	A promise we cannot keep	The published plan page or an ad states cover that the approved terms do not contain.	Marketing Lead
4	Support underwater	Ticket volume passes 120 in the day, three times the forecast, and the top theme is confusion about what the plan covers.	Support Lead

What a rollback is

The plan page reverts to the previous version. The enrolment flag goes off. Paid search and paid social pause. The remaining email sends are held. Every account that enrolled today is called by a person inside 24 hours. All five, not a selection.

What a rollback is not

It is not cancelling the launch. It is not a reason to stop the trade show, recall the direct mail, or tell the partner the plan is finished. It is also not a secret: the all staff message on page 4 goes out within thirty minutes.

A gate that stops a launch is doing its job. The uncomfortable version of this day is the one where a gate holds and the launch moves a week. The expensive version is the one where the gate is waved through, the first invoice fails, and four hundred accounts find out before we do. The second one costs more, and it costs it in the one currency that does not come back.

The twenty minute rule

If the decision owner cannot be reached for twenty minutes and a decision is due, the launch commander takes it, records it in the decision log with the time, and tells the decision owner as soon as they are back. A decision not taken is still a decision, and it is usually the wrong one.

THE MESSAGES, WRITTEN BEFORE THEY ARE NEEDED

What to send when something goes wrong

These are written now because nobody writes well at 10:40 on a bad morning. Fill the marked slots, change nothing else, and show it to the launch commander before it goes. Dashed slots are the only part you write.

M1. Something is broken and the team needs to know inside five minutes.

INTERNAL CHANNEL

FROM WHOEVER FOUND IT / TO THE LAUNCH CHANNEL

{System or piece} is {what is wrong} as of {time} ET. I found it at {time}. Impact so far: {what a customer would notice}. I am at level {1 to 5} of the ladder and I am escalating to {name} now. I will post again in fifteen minutes whether or not there is news.

M2. Support agents need one line to say while a fault is open.

INTERNAL CHANNEL AND THE CONSOLE BANNER

FROM SUPPORT LEAD / TO EVERY AGENT

Hold this line until I say otherwise: "We have a problem with {what} and the team is on it right now. I do not have a time yet. Can I take your number and call you back today with an answer rather than a guess?" Do not offer a credit. Do not say it is fixed. Log the ticket with tag {tag}.

M3. A customer hit the enrolment form while it was failing.

EMAIL, INDIVIDUALLY ADDRESSED

FROM AVERY KELLEN, CUSTOMER SUCCESS LEAD / TO THE AFFECTED ACCOUNTS

Hello {first name}, you tried to enrol in Atlas Care Plus at {time} today and our form did not accept it. That was our fault, not yours. I have enrolled {account name} by hand, effective today, and nothing was charged twice. Your first invoice will be {amount} on {date}. If you would rather not go ahead, reply to this email and I will remove it the same day.

M4. A customer was charged the wrong amount.

EMAIL, THEN A CALL WITHIN TWO HOURS

FROM BILLING LEAD, WITH THE ACCOUNT MANAGER COPIED / TO THE AFFECTED ACCOUNT

Hello {first name}, we charged {account name} {wrong amount} on {date}. The correct amount is {right amount}. We have refunded the difference today and you should see it within {number} business days. Here is what happened: {one sentence, plainly}. Here is what we changed so it does not happen again: {one sentence}. {Name} will call you this afternoon on {number}.

M5. Partner enrolment is being held.

CALL FIRST, THEN EMAIL CONFIRMING

FROM JORDAN VALE, ACCOUNT MANAGER / TO NORTHLIGHT GROUP LEADERSHIP

{Name}, we are holding partner enrolment for Atlas Care Plus until Monday November 9. The reason is {reason in one sentence}. Nothing changes for your sites that have already been quoted, and the credit and the terms are unchanged. I will call you on Friday with the position. If a site asks before then, send them to me directly on (555) 010-0100.

M6. The plan page has been rolled back.

ALL STAFF CHANNEL, WITHIN THIRTY MINUTES OF THE DECISION

FROM DANA WHITFIELD, COO / TO ALL STAFF

We have rolled back the Atlas plan page as of {time} ET. The reason is {criterion from page 3}. {Number} accounts enrolled today and every one of them is being called by a person in the next 24 hours by {name}. Paid search and paid social are paused, the remaining email sends are held, and the trade show and the mail already in the post are unaffected. Nobody is in trouble. The rollback existed for exactly this and it worked. Next update at {time}.

Three rules for every one of them

1. Say what happened before you say you are sorry. A message that opens with regret and never says what broke reads as an attempt to avoid saying it.
2. Give a time for the next update, and send that update whether or not there is news. Silence is what turns a fault into a complaint.
3. Nothing goes out without the launch commander seeing it, including a message from the COO. One person holding every outbound line is how six messages stay consistent with each other.

Who may speak outside the company

Press and analyst questions go to Sami Torres, Marketing Lead, and nowhere else. Partner questions go to Jordan Vale. A rep who is asked what went wrong says: "I am not the right person for that, let me put you with someone who is." That is not evasion, it is one voice.

What never goes in one of these

A cause you have not confirmed. A time you cannot hold. The word only, as in only a few accounts, when you have not counted them. A number of affected accounts before Billing has run the query. And nobody's name as the person who caused it.

Print this page and put it on the desk. Six templates in a shared folder are six templates nobody finds at 10:40. The version that gets used on a bad morning is the one already in the room.