

## The Weekly Team Huddle System

*A complete operating system for the 15-minute weekly check-in that keeps your team aligned, accountable, and performing — without consuming your day.*

Scale360 | Companion resource to: 'The Real Reason Your Staff Aren't Performing'

### Why a Weekly Huddle Changes Everything

Most service businesses communicate by exception — the owner talks to staff when something needs doing or something has gone wrong. The team gets instructions and feedback reactively, in the moment, without context or structure. Over time, this creates a team that operates in silos, makes assumptions, and has no shared view of where the business is or what matters this week.

A weekly huddle — done correctly — changes the communication architecture of the entire business. It creates a predictable rhythm. It gives the team a shared context. It surfaces problems before they become crises. And it creates the conditions for the kind of accountability that builds team performance over time.

***Fifteen minutes of structured communication per week prevents roughly four hours of reactive problem-solving. That's the maths most owners don't do.***

The format in this guide is deliberately lean. Fifteen minutes. Standing (where possible — it keeps it tight). Same time, same day, every week. This consistency is the point: the value of the huddle compounds over weeks and months as the team learns to prepare for it, rely on it, and use it.

#### What a Well-Run Huddle Does

- ✓ Gives everyone the same view of where the business is this week
- ✓ Surfaces blockers before they become crises
- ✓ Creates a weekly accountability rhythm without formal review meetings
- ✓ Acknowledges good performance publicly — the most powerful motivation tool available

- ✓ Builds team cohesion — people who communicate weekly work better together
- ✓ Reduces the number of times the owner is pulled into individual problems during the week
- Total time investment: 15 minutes per week
- Total time saved (average, based on Scale360 client data): 3–5 hours per week in reactive owner involvement

## The Agenda — Five Segments, Fifteen Minutes

The agenda is fixed. Every week, the same five segments in the same order. Consistency removes the overhead of planning each session and trains the team to come prepared.

### 01 Numbers *3 minutes*

*Share 3–4 key metrics from last week. Not a detailed financial review — just the headline numbers that tell the team how the business is tracking.*

#### DO

- ✓ Pick 3–4 metrics relevant to your team (revenue, jobs completed, client rating, callbacks)
- ✓ State the number and whether it's above or below target
- ✓ One sentence of context if needed — nothing more

#### AVOID

- ✗ Deep-diving into financial details
- ✗ Explaining variances in detail — save that for your 1:1s
- ✗ Using this time to identify blame for underperformance

### 02 Wins *2 minutes*

*Acknowledge one or two specific wins from last week. Can be business results or individual behaviour. Public recognition is the most underused performance tool in small business.*

#### DO

- ✓ Be specific — 'The Robertson job came in on time and under budget' not 'good week everyone'
- ✓ Name individuals where appropriate — 'Jamie's handling of the client complaint on Tuesday was exactly right'

- ✓ Genuine wins only — don't manufacture praise, it reads as hollow

#### **AVOID**

- ✗ Skipping this segment when the week was tough — that's exactly when it matters most
- ✗ Generic team praise without specifics
- ✗ Making it feel like a corporate awards ceremony — keep it brief and real

### **03 Focus** 2 minutes

*State the one or two most important priorities for the coming week. What does the team need to know about what matters most right now?*

#### **DO**

- ✓ Name the week's top priority explicitly — 'This week the most important thing is...'
- ✓ Mention any key clients, deadlines, or jobs that need the team's attention
- ✓ If there's a quality focus (e.g. 'we've had three callbacks this month — this week we're checking every edge before we call a job done'), state it clearly

#### **AVOID**

- ✗ Listing more than two or three priorities — if everything is important, nothing is
- ✗ Using this time to brief individual staff on their personal schedules
- ✗ Vague direction — 'let's all try harder this week' is not a focus

### **04 Blockers** 5 minutes

*Round-robin: each person states one thing that's getting in their way this week. The huddle surfaces these — it doesn't solve them. Problems that can be resolved in 60 seconds get resolved. Everything else is taken offline.*

#### **DO**

- ✓ Give each person 30–45 seconds to state their blocker
- ✓ If you can resolve it in the room in under 60 seconds, do it
- ✓ For anything bigger: 'Let's take that offline — I'll speak to you after the huddle'

#### **AVOID**

- ✗ Turning blocker time into a problem-solving session — the huddle is not a workshop
- ✗ Allowing one person to dominate blocker time
- ✗ Dismissing blockers as unimportant — every stated blocker represents something the team member thinks is worth raising

### **05 Discussion Question** 3 minutes

*One rotating discussion question. This segment exists to build team thinking, share knowledge, and keep the huddle from becoming purely mechanical. Use questions from the bank in this guide.*

#### **DO**

- ✓ Choose the question in advance — don't improvise it on the day
- ✓ Keep it open-ended — no right or wrong answer
- ✓ The goal is a brief team conversation, not a correct answer from the owner

#### **AVOID**

- ✗ Skipping this segment when time is short — it's the segment that builds team culture over time
- ✗ Using questions that have obvious answers — it kills engagement
- ✗ Turning it into a training session — keep it conversational

---

## **Running the Huddle — The Facilitator's Guide**

### **The Golden Rules**

- ✓ Same time, same day, every week — non-negotiable. Consistency is the whole mechanism.
- ✓ Standing huddles run shorter. If you have a physical space, stand up.
- ✓ Start on time. If two people are there, start. Waiting for latecomers trains lateness.
- ✓ The owner facilitates — but doesn't dominate. Your job is to move through the agenda, not to talk for 12 of the 15 minutes.
- ✓ No phones during the huddle. Model this behaviour yourself.
- ✓ End on time. If something requires more discussion, take it offline. The 15-minute boundary is what makes the format sustainable.

### **For Remote or Field-Based Teams**

If your team is field-based and can't physically gather, the weekly huddle works via a group phone or video call. The format is identical. The logistics are different.

- Use a fixed dial-in number or a recurring video link — reduce the friction of joining
- Keep video optional for field staff in vans — audio-only is fine
- Send the weekly scorecard via WhatsApp or group message before the call so people can see the numbers
- Record the call if any team members are genuinely unavailable — post it in your group chat

## When the Huddle Starts to Drift

Every huddle eventually hits a rough patch — sessions that run long, topics that hijack the agenda, a team that stops preparing. This is normal. When it happens:

1. Restate the format explicitly at the next session — 'We're back to the 15-minute format today.'
2. Be more directive with the blocker round — 'One blocker each, 30 seconds, we'll take the rest offline.'
3. Change the discussion question — stale questions produce stale engagement.
4. If attendance is the issue, address it privately with the individual — not in the huddle itself.

---

## The Weekly Team Scorecard

Share this scorecard with the team before or at the start of every huddle. Customise the metrics for your business type. The four rows below are starting points — adapt them to what's most relevant to your team's performance.

Metric	Weekly Target	This Week	Owner
<b>Jobs completed vs. scheduled</b>	Enter target	Enter actual	Owner / Admin
<b>Revenue invoiced this week</b>	Enter \$ target	Enter actual \$	Owner / Admin
<b>Client satisfaction score (avg)</b>	Target: 4.5+	Enter avg score	Owner / Admin
<b>Callbacks / returns this week</b>	Target: 0	Enter actual	Team Leader
<b>New client enquiries</b>	Enter target	Enter actual	Owner / Admin
<b>[Custom metric — your choice]</b>	Enter target	Enter actual	Enter owner
<b>[Custom metric — your choice]</b>	Enter target	Enter actual	Enter owner

### How to Present the Scorecard

- Print it and bring it to the huddle, OR share it via your group WhatsApp before the call

- Read the numbers out loud — don't just hold it up
- For any metric below target: one sentence of context, then move on
- For any metric above target: acknowledge the team — 'callbacks are zero this week, that's a great result'

✚ The numbers are not for blame. They're for shared awareness. Frame them as 'here's where we are' not 'here's what you're doing wrong'.

## 20 Rotating Discussion Questions

Use one question per week. Rotate through the bank to keep the segment fresh. When you've cycled through all 20, start again — the team will have evolved enough that the questions land differently.

### QUALITY & STANDARDS

- Q1.** What's one thing we could do on every job that would make our work noticeably better than our competitors?
- Q2.** What's the most common mistake we make on jobs — and what's one thing we could change to prevent it?
- Q3.** If a new client watched us work for a full day, what would impress them most? What would concern them?
- Q4.** What does 'excellent work' look like on our most common job type? Can everyone describe it the same way?

### TEAM & COMMUNICATION

- Q1.** What's one thing that another team member does well that we should all be doing?
- Q2.** What's one thing I could do as the business owner to make your job easier this week?
- Q3.** When something goes wrong on a job, how do we handle it as a team? Is there a better way?
- Q4.** What's one piece of information you regularly need that you don't always have when you need it?

#### CLIENT & SERVICE

- Q1.** What's the most common question or concern we hear from clients? How well do we answer it?
- Q2.** Think about the best job we've done recently. What made it go well? How do we repeat it?
- Q3.** What's one thing a client has said recently — positive or negative — that the whole team should hear?
- Q4.** If a client was comparing us to a competitor, what would make them choose us? Are we consistently delivering that?

#### IMPROVEMENT & IDEAS

- Q1.** What's one thing we do that seems to take longer than it should? What's causing the delay?
- Q2.** What's one tool, process, or resource that would make our work faster or easier?
- Q3.** If we could change one thing about how we work this week, what would have the biggest impact?
- Q4.** What's something we've been doing the same way for a long time that might be worth questioning?

#### GROWTH & DIRECTION

- Q1.** What's the most common reason a client would choose us over a competitor? How do we make sure we keep delivering that?
- Q2.** What do our best clients have in common? How do we find more clients like them?
- Q3.** What's one thing a client has requested that we don't currently offer — and should we?
- Q4.** If you were telling a friend why this is a good business to work for, what would you say?

---

## The 4-Week Rollout Guide

Introducing a weekly huddle to a team that's never had one requires a deliberate approach. Don't just announce it and expect immediate buy-in. Use this four-week sequence.

## **Week 1 — Set the context — tell the team why**

Before the first huddle, have a brief one-on-one conversation with each team member. Not a meeting — just a 2-minute conversation. Tell them: 'I'm starting a weekly team check-in — 15 minutes every [day] at [time]. The goal is to keep everyone on the same page and make sure nothing falls through the cracks. I want to know what's working for the team, not just what's going wrong.'

- ✓ Tell each person individually before the group announcement
- ✓ Be honest that you're trying to improve how you communicate as a business
- ✓ Set the time and day — confirm everyone can make it

## **Week 2 — First huddle — explain the format**

Run the first huddle slightly longer (20 minutes) to explain each segment before you run it. Tell the team what each segment is for, what you expect from them, and what you'll do with the information.

- ✓ Walk through the five segments briefly before starting
- ✓ Make the blocker round feel safe — model vulnerability by sharing your own blocker first
- ✓ Use a light question for the first discussion segment — something easy and positive

## **Week 3 — Second huddle — full format, ask for feedback**

Run the second huddle to the 15-minute format without explanation. At the end, ask: 'Any feedback on the format? Anything we should change?'

- ✓ Keep to 15 minutes — reinforce the boundary
- ✓ Ask for feedback publicly — it signals the huddle is something you're building together
- ✓ Implement at least one piece of feedback in week 3 — even a small change shows you're listening

## **Week 4 — Huddle is now the standard**

By week four, the huddle should feel routine. Announce: 'This is our weekly rhythm going forward — same time, every week.'

- ✓ Maintain the schedule without exception — the consistency is the point
- ✓ If a week is 'too busy' for the huddle, it's probably the week you need it most
- ✓ Start tracking the discussion question responses informally — they'll tell you a lot about your team's culture

---

## Quick Reference — The Huddle at a Glance

#	Segment	What Happens
01 — 3 min	Numbers	Share 3–4 headline metrics. Above or below target. One sentence of context.
02 — 2 min	Wins	One or two specific wins. Name individuals. Genuine and brief.
03 — 2 min	Focus	State the week's top one or two priorities explicitly.
04 — 5 min	Blockers	Round-robin. One blocker each. Resolve in 60 seconds or take offline.
05 — 3 min	Discussion	One rotating question. Brief team conversation. No right answer.
<b>TOTAL</b>	<b>15 min</b>	<b>End on time. Everything else goes offline.</b>

---

### TAKE THE NEXT STEP

The weekly huddle is one component of a complete Team Management System. If you'd like help building the full structure — including performance visibility, role charters, and feedback systems — [book a free discovery call with Scale360.](#)

[scale360.com.au/contact](https://scale360.com.au/contact)