

FOR LEADERS AND MANAGERS

You made the calls. The org chart took the credit.

Leaders do real work too. Record the calls you made under constraint, in your words and your team's. It outlasts every reorg.

Headcount is a line on a chart. Judgment is a record.

WHERE IT BREAKS

The work shipped. The calls behind it vanished.

Reorgs erase the record.

New boxes, new lines, and the history of decisions goes with them.

Your wins get credited to “the team.”

The outcome is on the slide. The decisions that shaped it are not.

Your judgment on AI leaves no trace.

What you checked before anything shipped isn't in any report.

SAME WORK • TWO RECORDS
ILLUSTRATIVE

IN THE QUARTERLY DECK

“Customer Ops consolidated the regional desks.
Great team effort.”

WORKCARD™ • EXAMPLE

→ **3.2 → 1.4** handoffs per case, with first-contact resolution up from 58% to 71%

HOW IT WORKS

Your calls, in your team's words too.

01 Capture

Record the calls you made under constraint, and why you made them.

02 Acknowledge

Your team and peers add their own accounts. No sign-off needed.

03 Compound

The record survives every reorg, every move and every new title.

04 Discover

Your judgment, visible beyond the org chart whenever you choose.

● WORKCARD™ • EXAMPLE

Kestrel Mutual • Director, Customer Operations • 2025

One Queue for Three Regional Desks

SITUATION

Three regional desks ran separate queues and tools. The same case was often routed up to four times before anyone owned it.

ACTION

Merged the desks into one queue with shared triage rules. Decided which calls to push down to team leads. Let AI draft the routing, and kept people on every escalation.

OUTCOME

Handoffs per case fell from **3.2 to 1.4**. First-contact resolution rose from 58% to 71%.

PEOPLE WHO WERE IN
THE ROOM

● Aisha Bello Team lead, Southeast desk • Acknowledged ○ Ron Whitaker VP, Service Operations • Awaiting

TAGGED BY SOMEONE ON YOUR TEAM? Your account of her WorkCard takes about ten minutes. It **isn't a favor**. It stays on her record, and it starts yours.

WHAT IT DOES FOR YOU

A record that survives the reorg.



Keep the record of your calls

The decisions you made, not the headcount you held.



Write accounts for your team

Specific and attributed. It stays on their record and on yours.



Record your judgment on AI

What you directed, where you stopped it and what you checked.

START HERE

Start with the call you'd defend in any room.

- One WorkCard, five to eight minutes.
- Then write an account for someone on your team.
- Open to recruiters only when you say so.
- Drafts stay private. You choose who sees each card.

FREE TO START

CROCONILE.COM

YOUR CROCONILE PROFILE One link to the work you choose to share. Put it in your signature, your bio or your resume.

See my work on Croconile →

From the org chart
to the record

From “the team”
to attributed calls

From review cycles
to a lasting record