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Before anything else...

Never hit the "request access" button, since it generates a ton of emails to other team members. If you need access to documents, Google Drive, or anything else, reach out to your manager to request access.

If you are a member of Office Hours, please see operations@blitzmetrics.com or ask in the Facebook group. If you are not a member of Office Hours, you can join here: http://express.blitzmetrics.com/office-hours-with-dennis41355373"

Level 4 Specialist Course

Tips on Public Speaking

Click this link for [Tips on Public Speaking]

Running a Client Call

Scheduling a Call

Client calls are usually set forward in the proposal. We should make better use of the Docs and Files section to place the proposal/SOW, GCT, and an access document into each project we start.

Before the Meeting

When you're preparing for a client meeting, it's not the same thing as reading an analysis back to them. Since it's live, demonstrate a full understanding of the material that you're producing.

For us, that means their goals, content, targeting, and how we're amplifying it. If we're running ads, we have to know the backgrounds of each of the people we're talking to. We prepare a document that analyzes (more than a report) the company's progress and how to move forward.

Be prepared with everything so that, on the day before, you've already sent out the meeting items, there already is a WebEx or Skype meeting that they're aware of, and the system (or you) will have also sent out a note the day before, saying, "Hey! I am looking forward to seeing you tomorrow."

Preparing for the Meeting

You will have researched all of these people on LinkedIn, Facebook, and Twitter, and you will have connected with them. You will have looked at news that has happened to their company, and loosely know the attendees' likes and dislikes. When you have all of that, you know you can come to the meeting.

Show up to that meeting five minutes in advance. Never show up after the client. Have the materials ready. Be in a place that has solid WiFi and make sure that you have everything open in advance so there's no fumbling.

If you're not sure how to present or haven't presented before, practice with other people. If there's enough time, join Toastmasters to learn how to speak with no "ums", and then you'll be able to deliver a great presentation.

During the Meeting

During the meeting, you want to take notes. If meeting in person, have a notebook and some paper. Don't have your laptop open or your phone on the desk. Give full attention, eye contact, and the same level of respect if it’s a WebEx meeting or virtual meeting, where you can’t be typing emails or doing other stuff while the client is talking.

As you take notes, make sure that you are capturing action items, which are items that you or they have to do. Make sure that you know specifically what those items are, when they are due, what the dependencies are, and which things they need to do for you to be successful. Then, at the end of the meeting, ,relay back to them by saying, “Okay <client name>, to make sure I understand, here are the things that we said that we would do as part of our follow-up. Does that sound about right? Did we miss anything?”

When you do that, get their confirmation and ask them if they have any other feedback. You may even drop in things by asking, “Is there anything that we can do to make you look good?”, “Do you have any feedback on my performance?”, and/or “Are there other things that we should be aware of that would help us be more effective?”

If there are things that you need from the client, you want to make sure you have those in advance. You should have all of those the day before the call. Don’t have your analysis or the checklist items, but specifically things that you’re going to need from them in advance so that you’re not wandering through the call.

You want to have the call be as short as possible. People expect most calls to last an hour, but we think most calls can last 30 minutes if you follow this framework.

You lay it out in the beginning: discuss the agenda, introduce everybody, and briefly go through the items you are going to cover and what the decisions are. The executive summary is the most important part because this is the information the senior people see if it’s a bigger company.

After the Meeting Checklist

Take time to double-check meeting items for spelling and grammatical errors and then post them that same day.

- Double-check notes for spelling and grammatical errors. Relay the notes to the client.
- Update everything the same day. (We post into our Basecamp.)
- Add the follow-up items (also called “action items”) to a to-do list and share it.

For correspondence outside of the scheduled meetings:

- Email vs. Phone call – This needs to be gauged depending on the dynamics within the client’s organization. For example, if they reached out to you via email, copying their manager or CMO, you generally want to reply to the email thread, as compared to when a client POC or team lead reaches out; then you might want to take it offline for a quick conversation.

- Scheduling responses – In normal cases, one business day is acceptable unless there's an issue. You generally do not want to be replying in the middle of the night as that might convey a negative image. Scheduling your responses ensures that they do not see you sweat and, at the same time, gives you some breathing room to do your research and get composed before replying

Internal Office Hours

We've set up a weekly office hour session with Dennis for internal business leaders/team leads/P&L leaders. It's set for Wednesdays from 2:30-3:30pm PST. This is a chance to have him answer any pressing questions on client work, get his feedback, etc.

Please make any requests or questions for Dennis at least 24 hours in advance using this form: https://forms.gle/jH3pR5bPJ7XgqB4E7. I'd suggest bookmarking it for easy access.

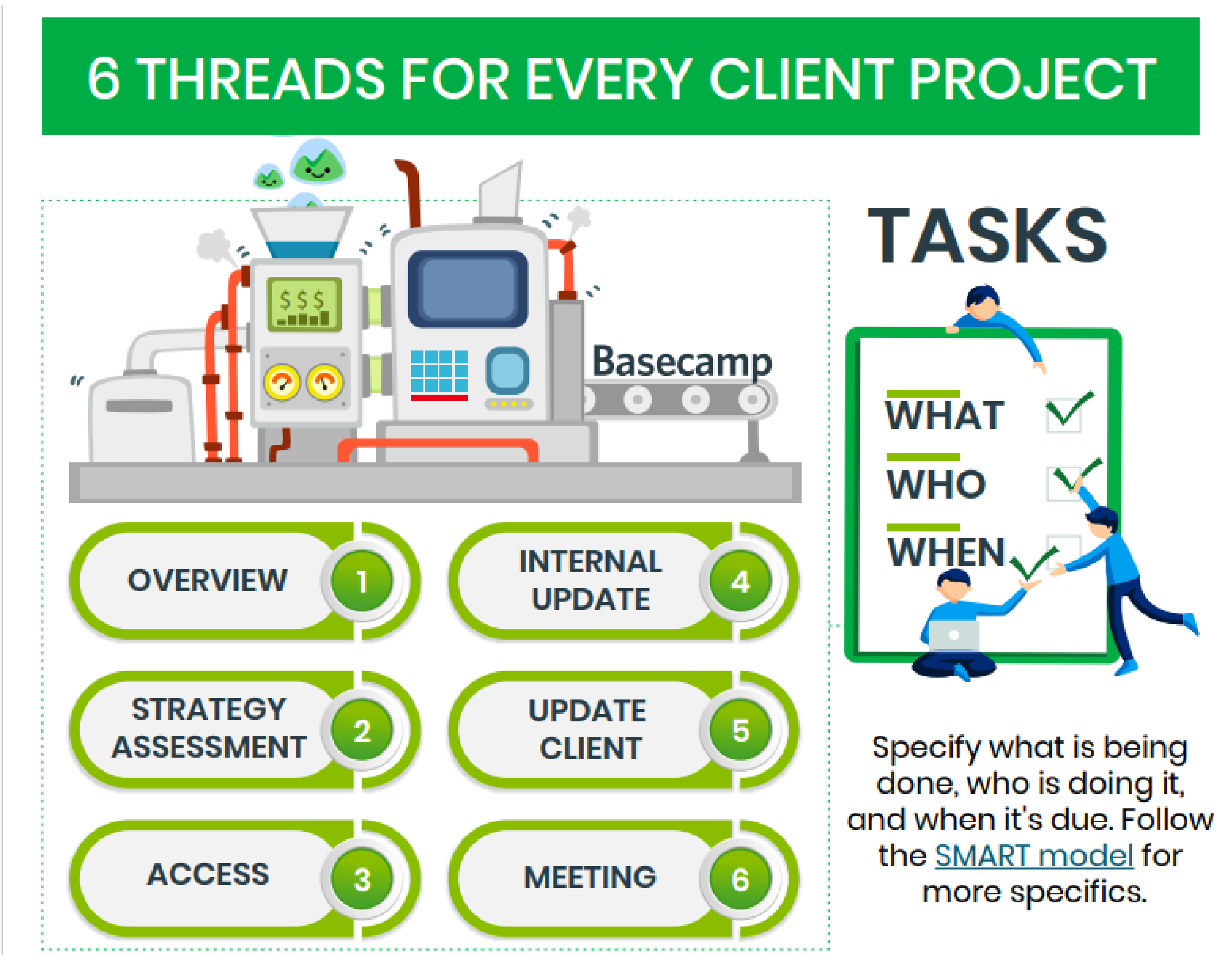
Questions will be pulled and placed into a Basecamp thread in the following Internal Team Lead project, which you should all have been added to: https://3.basecamp.com/4057320/projects/18437254

Finally, this should be on all of your Google Calendars, but here's an easy link to the weekly meeting: https://us02web.zoom.us/j/88221169496

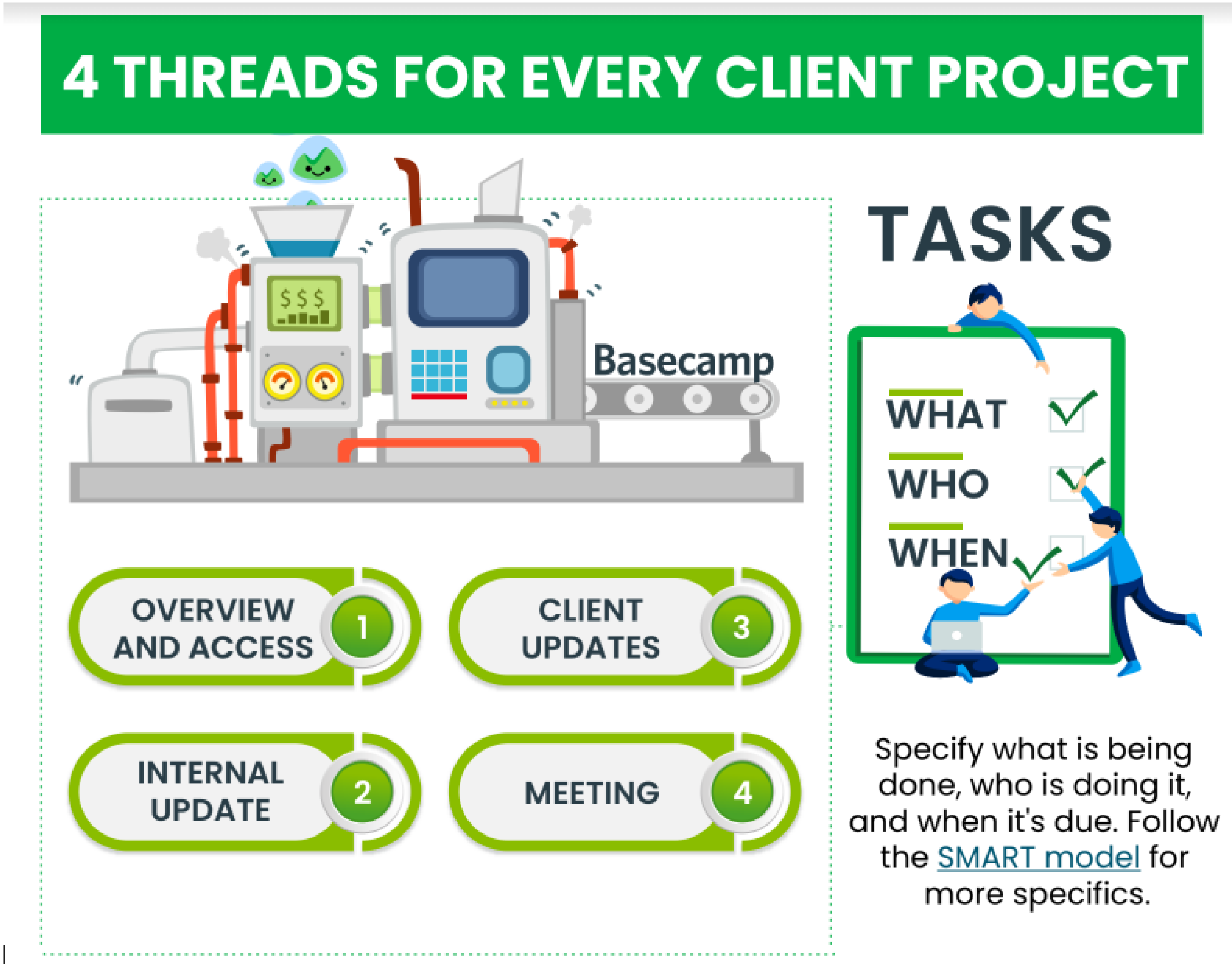
Basecamp Basics

Basecamp is the main place we communicate with our team (your team is all the people working with you on your client project) and with clients.You must stay on top of what is going on in your team's Basecamp projects for each of your clients.

As a team, you should post regular updates, practice Do> Delegate> Delete, Learn> Do> Teach, and Communicate> Iterate> Delegate to keep up with your clients.



For Chiropractor clients:



Observe naming conventions when posting on Basecamp projects. Names of the threads created should relate to what your task is (e.g. FB marketing and boosting post). Keep in mind that clients will see what you post on client threads unless it is specifically an “internal” thread discussion which only the people working on the project may see and access. Always consider who should also receive a notification.

When sharing presentations, “decks” or guides with clients, always use PDF format. We only use document formats (.pptx, .docx, etc.) when we share internally.

When sharing documents internally, share through our BlitzMetrics Google Drive, which has unlimited storage. Basecamp charges per GB of storage used, so when you post documents directly to Basecamp we are losing money. Please post documents as a google drive link.

This video is ABSOLUTELY CRITICAL. Pay particular attention to who will receive email updates anytime you post in Basecamp. By default, Basecamp will message everyone at the company when you start a new thread. Never will you intend to send a message to the entire company, so please check the boxes next to the appropriate recipients only:

(311) Notification Settings in Basecamp 2

Additional notes:

Please never post files to basecamp directly. If you do, then there is no context and nobody can reply, so we cannot iterate. If the file you are posting doesn't belong in an existing thread, then start a new message and include the file as an attachment.

Test your skills:

For a bit of practice, create a goals thread for yourself within Basecamp.

Create a new thread within BlitzMetrics: Internal – Goals

Title your goals according to the naming convention you see others using.

Use the Goal Setting template to set your goals.

Also, post your now completed Specialist Qualification One Pager that you got when you started.

Upload your files and compose your post. Don't forget the crucial step: Select only the appropriate recipients! Tag your Team Lead, and the CEO of BlitzMetrics How to Maximize the use of "Find" in Basecamp

1. Click "Find" at the top bar in BaseCamp. Wherever you are in BaseCamp you will find this "Find" button.
2. Click on the dropdown "by anyone" and change it to a user in BaseCamp to filter the results.
3. You may want to use the other dropdown buttons to further narrow down your search result.
4. In the search bar, type in the keyword(s) you wish to use to find what you are looking for.

How to merge 2 duplicate threads to one:

1. Identify which thread is obsolete and which one should be the "master"
2. Post a comment addressing whether there are duplicates in the "obsolete" thread: "There are duplicate threads on the same task so please continue all discussions and updates here: [the master thread] For context:

   Why am I seeing a "continuation" thread in Basecamp?"

3. On the "Master" guide, post a note with details below:

“Continuation from thread: [the obsolete thread] Below are what we have so far: [Include all important links here]”

4. Add everyone from the obsolete thread to the updated thread with a note about moving discussion from [the obsolete thread] to (the master thread].

Basecamp Basic: Key Points

- Basecamp is where we house all the projects of our clients, it is used to communicate with the client and a good way to also communicate results
- Post regular updates so that your clients know that there is progress
- Make sure you are naming the threads following the naming convention by making it as clear and specific as possible
- “Internal” threads are private threads you can post in basecamp. This means that the clients will not be able to see it. So, if you have a question or need help on iteration you can post an internal thread and team members as well as your team lead will be more than willing to answer them there.
- Always only send out the email updates to people who are important to the thread. It wouldn’t make sense to have the whole company get an email update on a Facebook boosting that you did for a client. Only include the important people this includes your Team Lead, the CEO, and the clients (when applicable).
- When referencing a document, make sure you share the iteration thread that it’s in, too, since we are always updating. If you share only the document link, we’re stuck at that iteration (even if we have updates since then), and we’re orphaned, too.

Tracking Someone’s Basecamp Assignments

It is important for all members to note the number of tasks they need to accomplish. But aside from knowing one’s tasks, it is crucial to know if your colleague has too much on his/her plate.

At BlitzMetrics, Team Leads should be following up on their Team Member’s To-Do entries regularly.

1. From your Basecamp Homepage, look for the “Activity” button at the top-most part of the page
2. In the “Activity” page, click “Someone’s assignments”
3. In the search bar, type the name of your team member to see a list of his/her tasks
4. You have two options to access their assignments. You may click on ‘All assignments’ to see all of his/her tasks at hand. You may also only want to check tasks that have due dates on the other tab.

TEAM Template To-Do Lists

Copy the TEAM Template To-Do List from the Basecamp Project Queue

You must only do this for ChiroRevenue and Chiropractor clients if you are executing the TEAM System package.

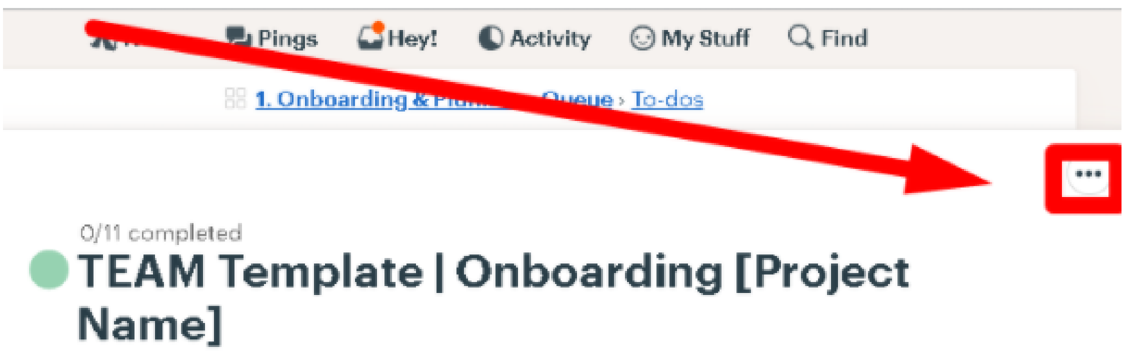
1. Go to a TEAM template To-Do List, in this case we are using TEAM Template | Onboarding [Project Name].

Note: Each stage of the TEAM System or the Social Amplification Engine will have its own To-Do List template in their own Basecamp Queue, e.g.

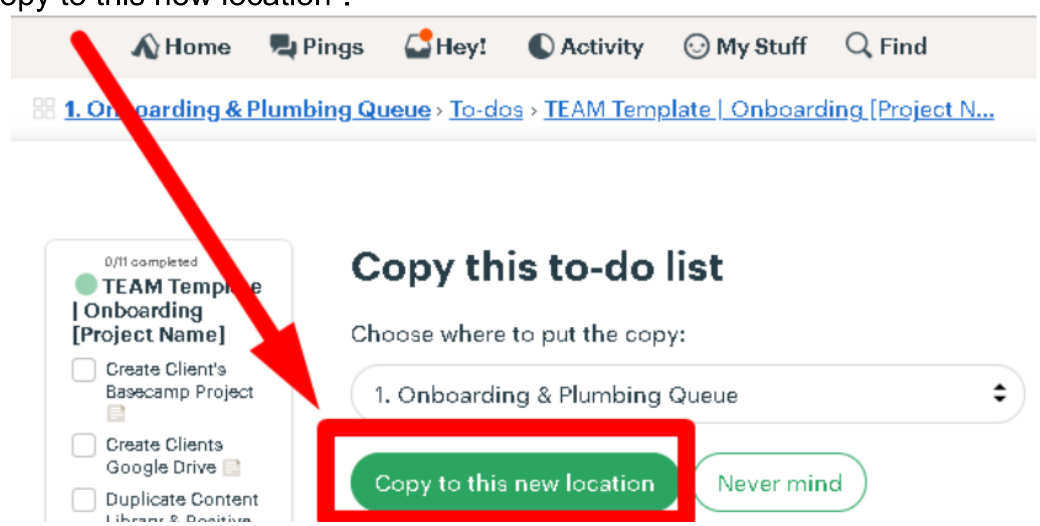
TEAM Template Video Edit – [Project Name]
Team Template | Blog [Project Name]
Team Template | Design [Project Name]

TEAM TEMPLATE | Landing Page [Project Name]
TEAM Template | Google Ads [Client Name]
TEAM Template | GHL Reactivation [Project Name]
Team Template | Tracker [Project Name]

2. Click on the ellipsis icon.

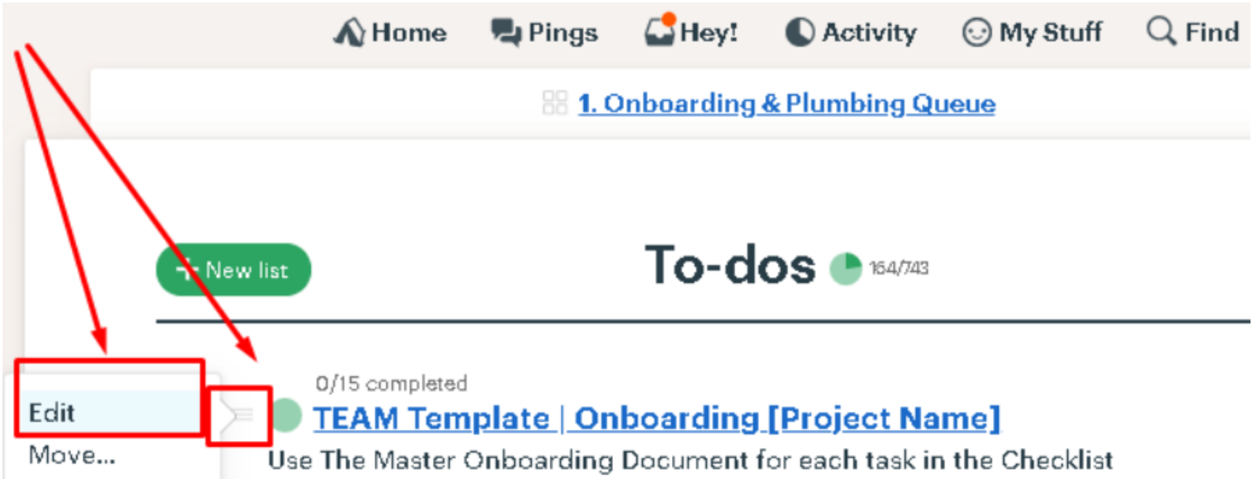


3. Click "Copy to this new location".



4. Rename the To-Do List.

4.1. Click on the 3 parallel lines beside the duplicated To-Do List.

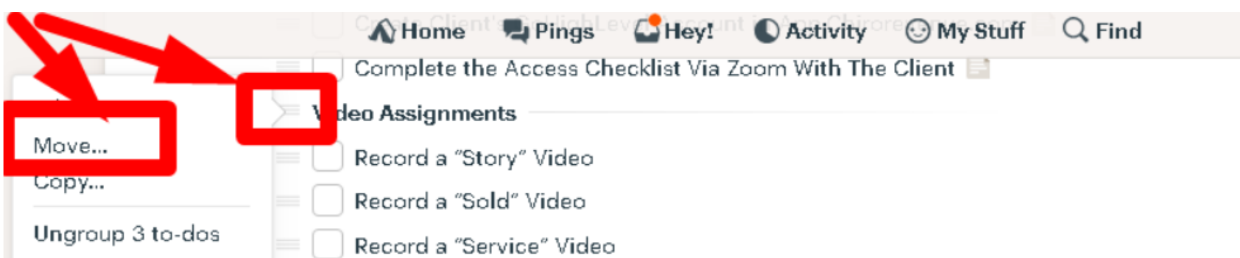


4.2. Click “Edit”.

4.3. Delete “TEAM Template |” and paste the project name.

4.4. Replace “[Project Name]” with the client’s Basecamp Project Name, e.g.
“Onboarding | Specific_Dr_Alex_Mosley_Austin_TX”
“Onboarding | A_Dr_Alayna_Clark_Lafayette_LA”
“Onboarding | B_Dr_Wendy Brown_Roanoke_VA”
“Onboarding | C_Dr_Doug_Endel_Westerville_OH”
“Onboarding | D_Morgan_Bell_FortWayne_IN”

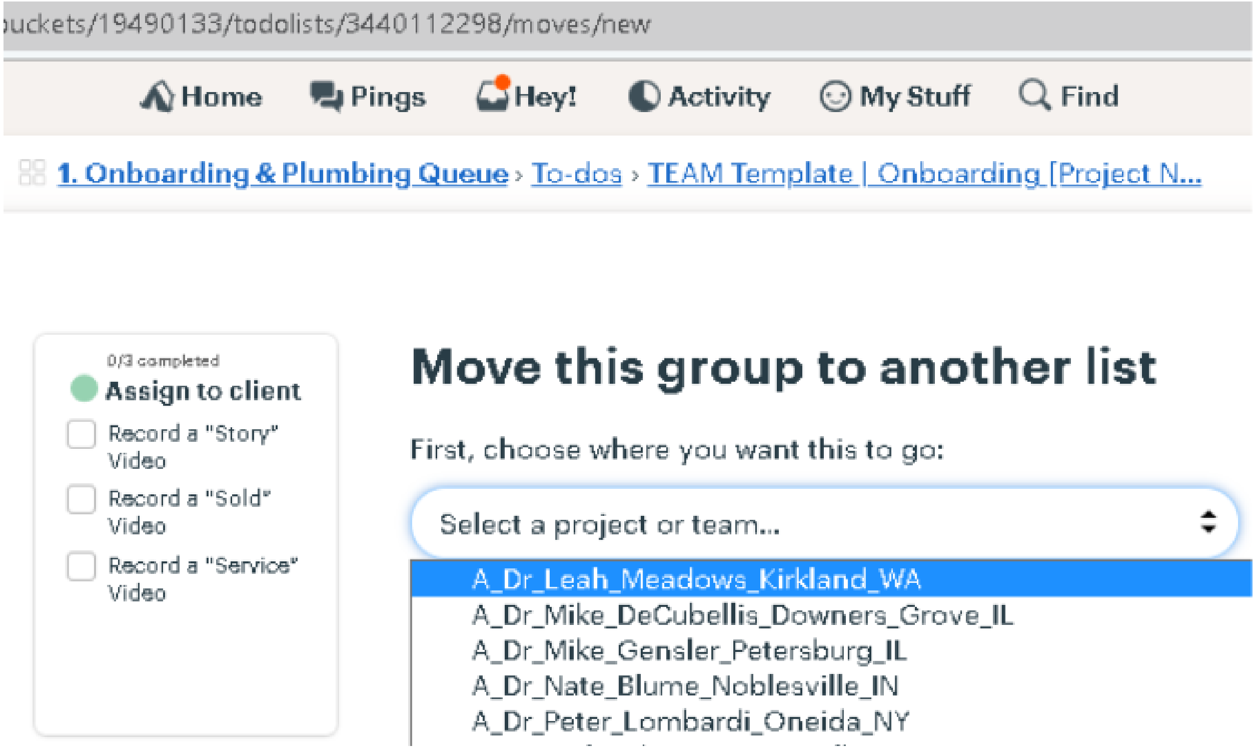
5. Move the section “Video Assignments” to the client’s Basecamp Project.
Note: You must not move the To-dos under TEAM Template | Onboarding [Project Name], but rather you must move the duplicates.



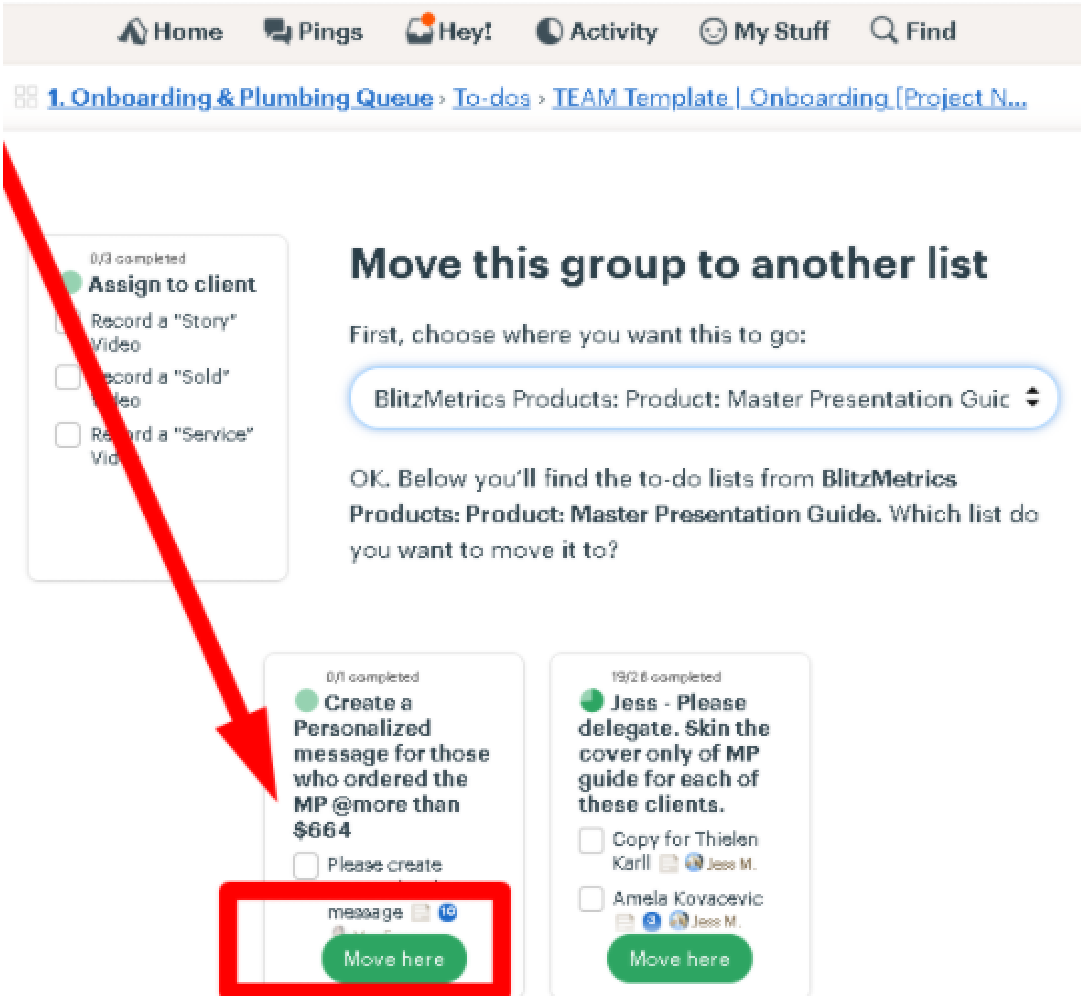
5.1. Click on the 3 parallel lines.

5.2. Click “Move”.

5.3. Choose the client’s Basecamp Project.



5.4. Click “Move Here” in one of the To-Do Lists.


Home
Pings
Hey!
Activity
My Stuff
Find
1. Onboarding & Plumbing Queue › To-dos › TEAM Template | Onboarding [Project N...
0/3 completed
Assign to client
Record a "Story" Video
Record a "Sold" Video
Record a "Service" Video
Move this group to another list
First, choose where you want this to go:
BlitzMetrics Products: Product: Master Presentation Guic
OK. Below you'll find the to-do lists from BlitzMetrics Products: Product: Master Presentation Guide. Which list do you want to move it to?
0/1 completed
Create a Personalized message for those who ordered the MP @more than $664
Please create
message
Move here
19/28 completed
Jess - Please delegate. Skin the cover only of MP guide for each of these clients.
Copy for Thielen Karll
Jess M.
Amela Kovacevic
Jess M.
Move here

Fielding Leads

Daily Team Call

Now that you're a Team Leader (Coach) supervising your Team Members, you will have to facilitate daily calls for your team. Teams within BlitzMetrics meet once a day from Monday to Thursday and you, the Team Leader, should record your Team's attendance in the Daily Team Call Sheet. Bookmark the link now and consistently update it to keep the Attendance Lead out of your hair! Remember that only you, plus a few admins, can modify this attendance sheet so you should be updating this sheet every Monday to Thursday.

Having an audio-only call is good. Having a video call is better. Seeing your colleagues' faces is a good way to build up morale. It reminds them that real people rely on them to do well on their projects which build accountability and makes them feel a part of a team, which promotes collaboration. Besides, once you eventually meet in person, you'll spend less time stumbling about, wondering if the one who kind of looks like the one you're looking for is actually them.

To facilitate your Daily Team Call, here's what you have to do:

1. Choose which voice call application you and your Team Members are most comfortable using.

You can choose whichever application you wish. We recommend the following:

1. Skype.
2. Google Hangouts.

2. Inform your team of what time you will conduct the group call.

Deliberate among your team which time from 8:00 AM to 11:30 AM, as well as your preferred timezone, is the best time to have your group call. A call will typically last anywhere from 10-20 minutes.

3. Decide who should facilitate the call in case of your absence.

Clarify to your team that they should still meet if you will not be able to join and that your chosen "Officer-in-Charge" should send an update to the Basecamp To-do of your team's attendance for that day. Once you get back to your regular schedule, you should update the Daily Team Call Sheet with the information you received from your designated Team Member. If you only have one Team Member, tell that person to join someone else's team call for the day of your absence.

4. Have your group call during your scheduled time.

The first time you conduct your call, explain to your team that you will be having these calls every day from Monday to Thursday during your chosen time, provided that day is a business day. If you have any new Team Members who just joined your team, explain this once again.

During your group call, you can open the conversation for your Team Members to ask for advice on how to efficiently accomplish a task or some hints on where or from whom they can find tips to do so. You can also talk about a work-related topic that they have been pondering about since yesterday or a few days ago. Typically, we would go from one Team Member to another to fill in all of the blanks below:

- “Today, I am grateful for _____.”
- “My BIG 3 tasks from yesterday/last Friday were _____.”
- “I completed _____.”
- “Today, my BIG 3 priorities are _____.”

5. Update the Daily Team Call Sheet with attendance.

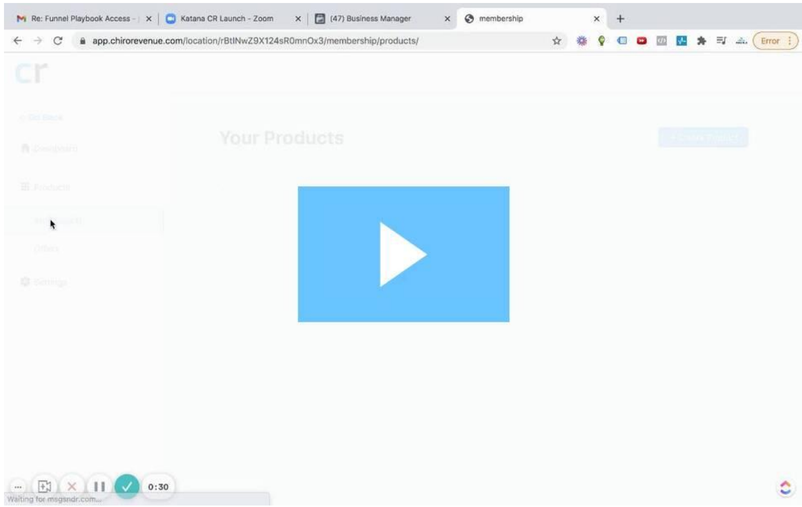
Your Team Members should be located under your name in the [Daily Team Call Sheet](). If not, go to the Basecamp To-Do “[Update the Daily Morning Team Call Sheet]()” and inform the Attendance Lead, who is assigned to this To-Do, to help you organize the sheet. You can also do it yourself since you won’t need to add many rows.Once you have conducted the call, on the specified day, place any of the following values:

- Present.
- Excused-Absence – if the one absent was able to inform you at least 12 hours before the call time.
- Unexcused-Absence – if the one absent was not able to inform you at least 12 hours before the call time.

Assisting at Workshops/Conferences

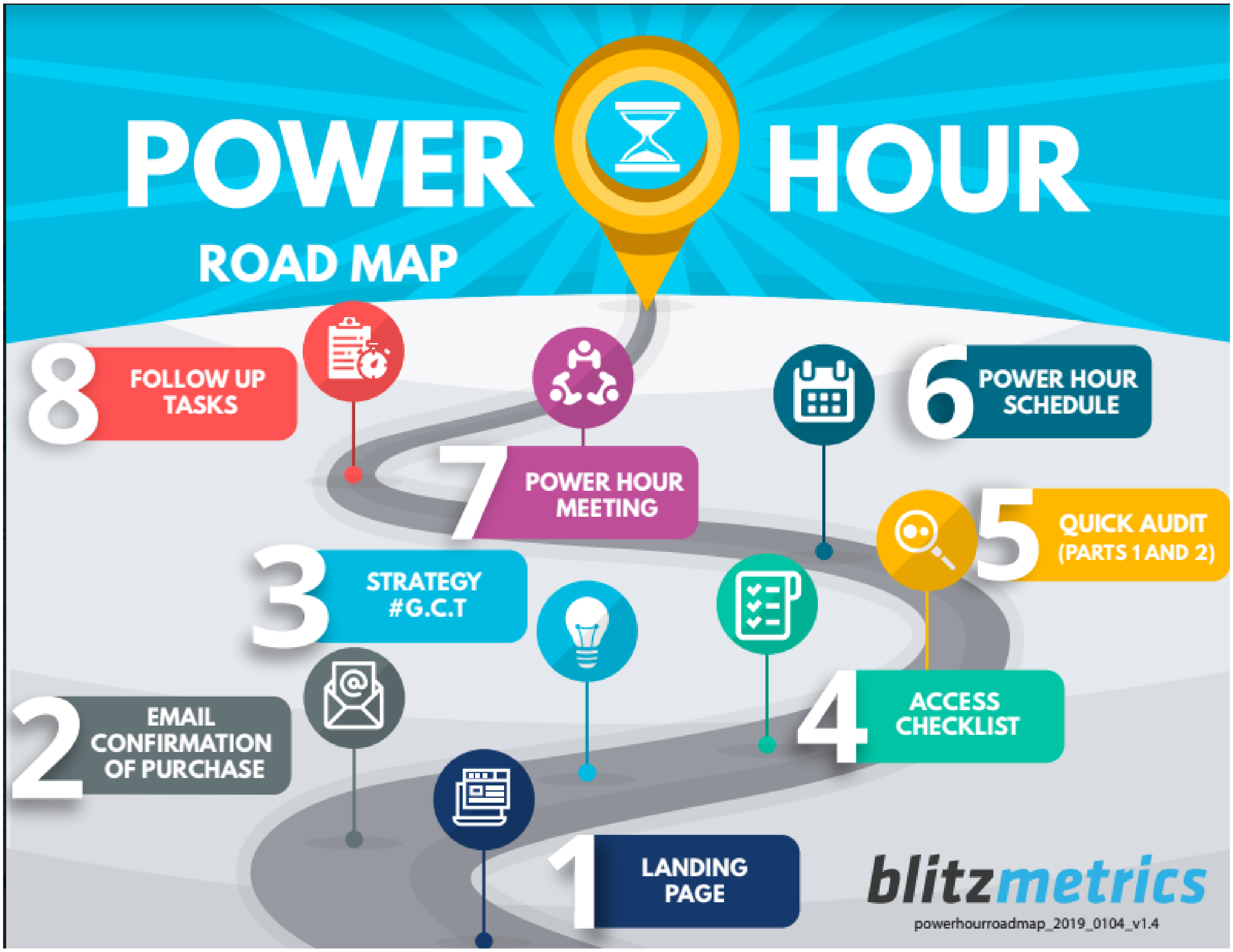
Drafting SOW

How to access Membership Site into the content and scripts



[How to access Membership Site into the content and scripts – Academy]

How to do a Power Hour



Responsibilities of a Team Lead

Being an effective project manager by troubleshooting from the Client Tracker

1. Verify if your team members are abiding by the guidelines that we wrote in the Level 1 Specialist Course, Level 1 VA Course, and TimeCamp Guide.
2. Check if your team members' work hours match their target hours in the Operations Tracker and make sure that you notice when they don't match.
3. Consult your team members if they have too much or too little on their plate. You can go back to their To-Do list and view at a glance if they're able to cope with their workload. If they're asking for more tasks and you don't have any to give them, escalate to your other Team Leads, then to the Chief Executive Officer.
4. Apply the necessary Disciplinary action to your team members who are conducting any of the inconsistencies that are within the Disciplinary Action Sheet.
5. Hire more team members for your team if you believe that your team is not able to complete the tasks you assigned to them in a timely manner or if the task backlog is too large.
6. Update the Team Unavailability Sheet whenever one of your team members is unavailable for a certain day or set of days.
7. Conduct daily team calls and fill in the Daily Team Call sheet.
8. Sending an announcement of someone's promotion to all@blitzmetrics.com. Include these as parts of your email:
    1. Sample Title: "Congratulations to [Name] for leveling up to [level]".
    2. Name of the person who leveled up.
    3. Congratulations-type of message.
    4. New Level.
    5. Summary of his or her best work.
    6. What he or she has done that you think is impressive.
    7. 1-2 sentences containing your advice on how the newly promoted person can advance to the next level.
9. Help manage your team's to-dos and tasks.
    1. Decide whether or not a task that a Team Member assigned to oneself, is genuinely completed. If it is, check the To-Do.
    2. Grant permission to postpone the due date of a To-Do if the Team Member assigned has provided an adequate set of reasons.
    3. Check your team members' To-Do's on Basecamp either by going straight to the project and sifting through the To-Do entries or by clicking on your team member's portrait then selecting "See what's on their plate". You don't need to follow up for lower priority tasks as long as they have higher priority and more urgent tasks.

Notes:

It has a well-defined description of:

- What Project Management means to the company.
- What the goal of the Client Tracker is.
- What the Stoplight Status is in general and its three colors.
- It states that there is a difference of perceived care, and actual care; perceived results, and actual results.

- The Operations Leader and Accountable Persons must take extreme ownership, become the "owner" and be directly responsible for:
    a. Project—meeting the projects' goals. The project manager must come in and revive the missing pieces of a project for whatever reason.

    b. Client—whether or not the client is communicating. The account manager must ensure that there has been communication within the last 3 to 7 days and if not, he or she should go beyond Basecamp or email and use other methods of communication—phone, Facebook, WhatsApp etc.

    c. Client Tracker—keeping the Client Tracker up-to-date.

A client may not be happy even if the account manager has:
1. Met the client's goals,
2. Driven results, or
3. Completed the work.

There are 6 reasons a client can be unhappy and its types:
1. 3 Perceived Performance
2. 3 Actual Performance

The idea of repeatable excellence is that if someone is unable to deliver a task, a system breakdown of communication is there to back up the system. Because we cannot count on everything becoming perfect, and a flaw can cause catastrophic failure.

A backup means that a role performs a task rather than a named person. Execution is governed by our checklists. Iteration includes two levels:
1. Client level — The Executive summary shows how we are doing against the client's goals--Goals-Content -targeting, and Metrics-Analysis-Action. We're looking at primary metrics not secondary metrics. Primary Metrics may be Leads, Revenue, Client's business result, etc. Secondary Metrics may be Impressions, Social Reach, Clicks.

2. Campaign level

Clients will hold you accountable to the business result even if you want to be as helpful as possible. The person "accountable" must always hold it back to the original goal and must not allow the client to have multiple goals.

With packages, we're clear about what the goal is. We make it easy so that the project manager doesn't have to negotiate anything custom, so that the VA that's performing a task does not do anything custom and that they're following a template.

Tasks with a corresponding template, packages, and courses have associated training. The piecemeal system, which we will eventually move to, is where we're paid per task done by workers and we're rewarding people for getting the job done and getting five stars.

A Queue System makes it easy for the operations leader or from the executive team to be able to look at that client tracker and quickly scan the stoplight status—yellow, red or green. If the worker needs help, they need to reach out and communicate, otherwise the system will wait a few hours and then kick it to another worker. If it kicks to another worker then we assume that that worker is no longer interested in doing the work and we reassign the task.

This is how we can scale to hundreds of clients using queues and workflows hiring more project managers eventually hiring more operations leads by vertical.

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Analyses and Thoughts

1. There should be a check within the system since there is a possibility that a task will be in "cancellation limbo", in that, some tasks that are unpopular or people prefer to not perform for whatever reason at the beginning, will keep on getting tossed to another worker until it has taken so long that the task request eventually gets cancelled.
    - Perhaps an urgency surcharge would be a possible solution to this.
    - Perhaps the system can apply a temporary "soft ban" for workers who keep on claiming that they can perform a task at a certain date, which they eventually don't do.
2. In the case where task demands are high or labor supply is low, It's possible that due to the shortage of labor (i.e. workers to do certain tasks), the operations leaders may improperly prioritize tasks for their own projects ahead of other operations leaders.
3. Assuming that the labor supply increases by a factor of "x", then, the price of a task will go down by a factor of 1/x, all else being equal.
    - For example, if the labor market increases by a factor of 2 (i.e. 100%), then the price of labor should approximately go down by ½ (50%).
    - The COVID situation presents a great opportunity to take advantage of lower labor costs due to people looking for income opportunities.
    - If we were to stratify (break down or granularize) the data into their different types, then we'll get various different shifts in labor costs, e.g. operations tasks may have a different increase in labor supply than video editing tasks.
4. Assume 1.) Labor supply follows an exponential distribution as shown below, 2.) The system adjusts bounty prices (amount we pay to the workers), then 1.) for every unit decrease in bounty, the total number of workers willing to perform the task decreases exponentially, 2.) for every unit increase in bounty, the total number of workers willing to perform the task increases exponentially.
    - The problem this poses for us is that at the higher end of bounty prices, we may expect a small decrease in willing participants, however we may wrongly apply the same expectation at the lower end of bounty prices and subsequently have the actual labor supply floor be lower than the expected labor supply floor. In other words, we may not have enough people to work on tasks.

- The problem this poses for workers is that, if the price of tasks are too high, there may be too many participants that would want to do those tasks and end up having too many participants with no tasks to perform.

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Suggestions:

1. This video should be after, but not necessarily directly after, the viewer has viewed the "Urgent Process Update" video that explains how to use the client tracker.
2. Maybe we should cut up the video to its various topics since there are multiple topics within the video, although it's possible that the topics within the video relies on the preceding topics for context.

Chirorevenue PM part1

ChiroRevenue PM part2

The two videos were an introductory message for Level 4 Specialist Applicants on responsibilities, expectations and some clarifications on their role.

Suggestions:

1. If we're adding this to the Level 4 Specialist Course, we should remove 1:57-2:02 of Part 1, since it refers to a specific date, whereas this video should be timeless, i.e. there should not be announcements for specific dates in a training video or informative video.
2. We should add the Client Tracker to the Level 4 Specialist Course.
    - We should add the 5-minute Loom screen shared by Tristan called "Urgent Process Update", which explains how the Client Tracker works to the Level 4 Specialist Course.
    - We should add the Google Drive link to the folder that Tristan refers to in the Urgent Process Update video.
3. We should add a link to the video that Dennis mentioned, at 3:38 of part 1, that the viewer should watch the Level 4 training video on how someone can be "Green".

Questions:

1. At 2:35 Dennis said, "because this is an internship apprenticeship, you are not being paid by the hour or by revshare during these initial phases.". Are they supposed to generate an income

during the apprenticeship/internship?

- Either way, we should write a clarification in the notes for the video.

2. How long is the “initial phase”?

3. If progressing from the “initial phase” to the next phase is based on certain conditions, what are those conditions?

4. At 4:52 of Part 1, Dennis mentioned that the viewer will have a revshare between 20% to 30% of the gross earnings once the viewer has “moved” to seven clients. At 1:04 of Part 2, Dennis mentioned the specialist should be managing at least three clients on retainer.

    - What does “move” mean? In other words, how long does someone have to manage three clients on retainer in order to have the revshare deal?
    - Of the three colors in the stoplight that gauges a client’s happiness, what should the color for client happiness be to be considered for a revshare deal?
    - How many of those clients should be at that color?
        - At least one?
        - At least two?
        - At least three?
    - How many days should the client's happiness color be at that color?

5. Assuming that a Level 4 Specialist applicant does not pass, how long will it take until the applicant can reapply?

Tips For Managing Someone On Your Team

How to achieve individual effectiveness and team effectiveness. Eisenhower Matrix, ducks

1. Communicate powerfully and prolifically. Leaders should help people understand how their work contributes to the goals of the organization
2. Inspire others to high performance. Great leaders energize people to go the extra mile
3. Build Trust. They balance their concern for productivity and results with sensitivity to employees' needs and problems.
4. Collaborate and develop strong teams. Leaders support others' growth by giving honest and constructive feedback, balancing corrective with positive evaluations. Excellent leaders know how to insulate themselves from other team members and departments. They keep in touch, so that cooperative urges beat out competitive urges. They cultivate their team members' ability to work with diverse people.

Notes:

We don't want to let anyone bill more than 3 hours to a task in a particular day. We have a severe problem with runaway billing, while us still not getting reliable communication (odd to keep billing, but have nothing to show) and not working on the priorities (P0 still comes before P1, but folks are working on low priority items).

Even if the Automated TimeCamp email notification fails, we should catch this in the daily team member updates.

And if that fails, the team lead should catch.

If the team lead fails, then the Director of Operations should catch it.

And if all fails, the Chief Executive Officer steps in.

So you can see we have many safety checks to prevent catastrophic failure.

The video is clear, helpful and straightforward. The speaker has done a great job elaborating on how it will affect the viewer.

However, the speaker used the term "repeatable task" which is a specific concept in the company, e.g. they tend to be tasks that we can outsource to external laborers as opposed to tasks that require a large amount of context such as synthesizing information to courses.

So, if the viewer is not yet aware of that fact in their path to getting to the Level 4 Specialist Course, then maybe we should add that as a remark later on. Otherwise, I believe the video fits the course fine the just way it is.