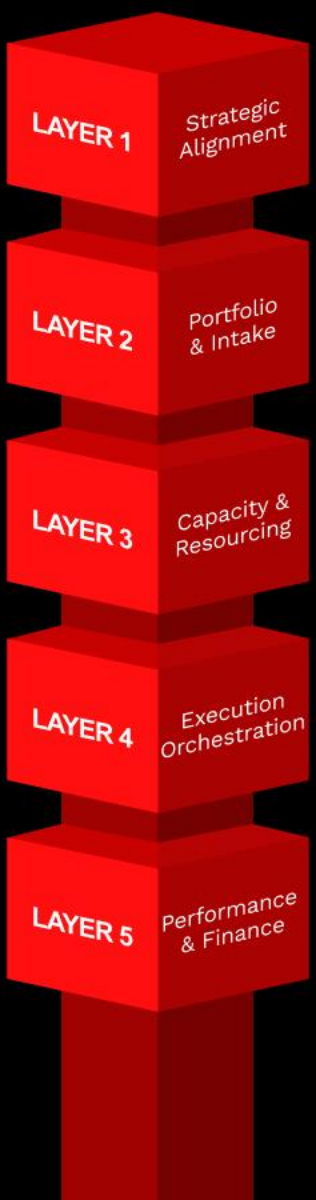
The MAPS Operating System
How to Transform Marketing from Order Taking to Market Making



Purpose	Key Artifact	Governing Metric
Translate strategy into prioritized mandates	Mandate Capabilities Map (3-5 mandates)	% of spend mapped to 3-5 mandates
Decide which work gets funded & protected	Intake Gate with scoring criteria	80-85% planned work ratio
Prove you can deliver what you've committed	Capacity Ledger by role/throughput	Utilization in target bands (70-80%)
Ship work predictably with full visibility	Runboard (Plan → Build → Run → Review)	Commit-to-actual variance (<10%)
Prove impact & reallocate based on results	Capability Performance Dashboard	% budget reallocated quarterly (15-20%)
Establish funding, approval, & reporting rules	Investment guardrails & reporting rules	Operating cadence compliance