

What happened

A source-grounded operating report that separates verified movement from the evidence still needed to make the next decision.

NORTH STAR

Compound verified growth signals while removing Houston as the operational bottleneck.

CONTACTS IN PORTAL

77,265

- observed · BAMF CRM

Portal overview total from the governed CRM source read.

REPLIES

39

- observed · BAMF CRM

WARM LEADS

Unavailable

- unavailable · BAMF CRM

This metric is not present in the current portal payload.

ICP-FIT LEADS

Unavailable

- unavailable · BAMF CRM

This metric is not present in the current portal payload.

What improved

The content baseline is verified. A prior like-for-like window is still required before calling the movement an improvement.

IMPRESSIONS

5,922,205

• observed · LinkedIn analytics sync

ENGAGEMENTS

68,430

• observed · LinkedIn analytics sync

PUBLISHED POSTS

3,972

• observed · LinkedIn analytics sync

ENGAGEMENT RATE

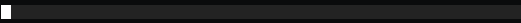
Unavailable

• unavailable · LinkedIn analytics sync

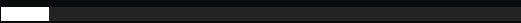
This metric is not present in the current portal payload.

OBSERVED CONVERSION

Replies / contacts



Engagement / impressions



Bar scale is normalized for legibility. Exact percentages remain the authority.

PORTAL ANALYTICS

0.05%

1.16%



Houston Golden

LinkedIn



Leadership is not a personality trait. It is a practice. The consistent ones are the ones that actually move teams forward. They ask the right questions, protect momentum, and listen more than they talk.



1,726 impressions

402 engagements

01 3972 published-post count is visible for All time.

The outcome that matters

Compound verified growth signals while removing Houston as the operational bottleneck.

MEASUREMENT RULE

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- 01 Combine LinkedIn, site, search, newsletter, and sales evidence only where source coverage is explicit.
 - 02 Measure operational leverage: decisions and deliverables completed without Houston as the handoff.
 - 03 Treat BAMF AI v2 unification and the onboarding funnel as operating initiatives with named acceptance evidence.
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04 / FOCUS

What needs attention next

Prioritize the missing evidence that would change the next decision, then turn the North Star into a governed operating loop.

DECISION RULE

Source first. Interpretation second. Delivery only after approval.

- | | |
|----|---|
| 01 | Close the highest-value source gap before interpreting movement: the report never treats unavailable as zero. |
| 02 | Make the next action specific to the North Star: Compound verified growth signals while removing Houston as the operational bottleneck. |
| 03 | Keep Slack and Notion delivery proposal-only until the existing approval and provenance seams are wired for this artifact type. |

30 / 60 / 90 days

A decision ladder with an evidence gate and a concrete operating change at every horizon.

TEMPLATE

North Star Sprint

01

30 days · connect the missing GA4, search, newsletter, and GoHighLevel evidence while assigning owners outside Houston.

02

60 days · compare channel contribution and remove one recurring founder approval or handoff from the operating loop.

03

90 days · unify the proven report, onboarding, and agent workflows in BAMF AI v2 and verify measurable founder-independent throughput.

Source ledger

Every source is named with its current state so a client can distinguish observed evidence from pending or unavailable inputs.

BAMF CRM Portal-scoped contact and outreach counts are available.	OBSERVED
LinkedIn analytics sync All time is loaded with late_official metrics.	OBSERVED
Google Analytics 4 Required for site acquisition and conversion context; not present in this portal payload. Next: Connect GA4 through the governed integrations surface.	PENDING
Blog / SEO / AEO Search and content-discovery evidence is not present in this report read. Next: Attach Search Console and the blog/AEO source ledger.	PENDING
Newsletter Subscriber and delivery evidence is not present in this report read. Next: Attach the newsletter provider export or connector.	PENDING
GoHighLevel / HubSpot Google Sheet Sales-source joins and destination sync evidence are not present in this portal payload. Next: Attach the governed source snapshot before deriving a KPI.	PENDING