OPERATIONS — EXECUTIVE BRIEFING

Studio Capacity Briefing

Five accounts, one Wednesday — whether a sixth is growth or a resignation

DOCUMENT	PREPARED	OWNER	PAGES	STATUS
SCB-27-037	October 2027	Studio Operations	6	Illustrative sample

The read

Take the sixth account only if production moves off creative hours. Concurrency, not capability, is the constraint — four of five accounts want the same three days, and the work colliding there is production rather than direction.

5	62%	4	0
Accounts on the current roster	Of studio hours spent on production	Accounts peaking on the same days	Float in the current week

CAPACITY EXISTS

01 Mondays and Fridays run at roughly half load.

02 Direction and concept hours are not the bottleneck.

03 Two accounts have flexible delivery days.

CAPACITY DOES NOT EXIST

01 Tuesday to Thursday, on every account.

02 For production hours billed at creative rates.

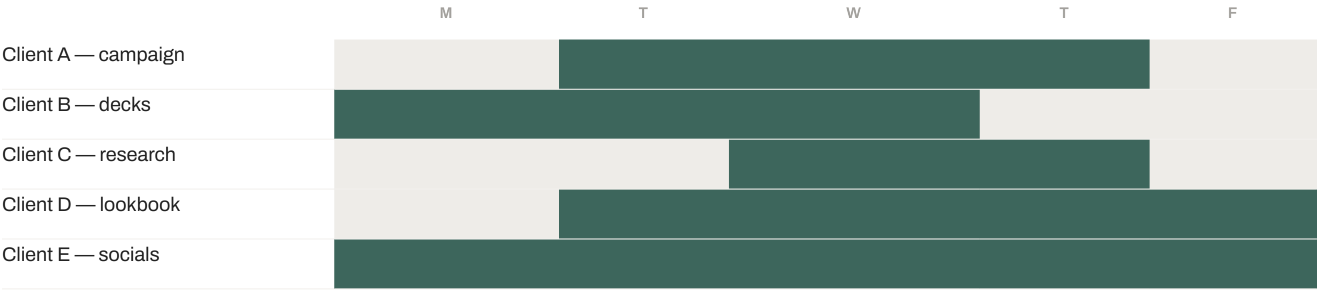
What the client asked for.

THE BRIEF · MCLEUKER HOUSE SET

SO WHAT A sixth account does not need a sixth person. It needs the 62% of hours going into layout, decks and boards to stop competing with the hours the client is actually paying for.

The week

LOAD BY ACCOUNT AND DAY



Read the columns rather than the rows. Every ask is reasonable on its own line; Wednesday is where five reasonable asks become one impossible day.

What was actually made.

THE WORK · MCLEUKER HOUSE SET

SO WHAT Wednesday carries all five accounts. That single column decides whether a sixth account is revenue or attrition, and no amount of individual planning changes it.

The pitch is the product until the account is won, and nobody bills for it.

MCLEUKER HOUSE SET

Where the hours go

STUDIO HOURS BY TYPE

Share of tracked studio hours, trailing quarter.

BY TYPE

TYPE	SHARE	BILLED AT	RECOVERABLE
Production — layout, decks, boards	62%	Creative rate	SUBSTITUTABLE
Direction — concept, art direction	21%	Creative rate	NOT SUBSTITUTABLE
Client — meetings, revisions	11%	Partly billed	PARTLY
New business	6%	Unbilled	INVESTMENT

What it cost to make it.

THE HOURS · MCLEUKER HOUSE SET

SO WHAT Sixty-two per cent of studio hours are on work clients do not value at the rate they pay for it. That is the sixth account's capacity, already inside the building.

Decisions

DECISIONS ARISING FROM THIS BRIEFING

DECISION	OWNER	BY	IF IT IS NOT TAKEN
Move production work off creative hours before taking a sixth account	Managing Director	31 Oct	The sixth account lands on Wednesday
Reset two accounts' delivery days away from midweek	Studio Director	07 Nov	Concurrency is unchanged whatever else is done
Track production against direction hours separately	Studio Director	30 Nov	The 62% is not visible next quarter
Decide the sixth account against the revised week	Managing Director	14 Nov	It is decided on revenue alone

SOURCES AND BASIS

Studio hours — our own time tracking, trailing quarter.
Account delivery days — current contracted schedules.
Billing rates — our own rate card at the date of this document.

ILLUSTRATIVE SAMPLE

This document is a rendered SAMPLE of the Studio Capacity Briefing template, produced to show its structure, exhibit inventory and register. The figures in it are illustrative and are not market intelligence. A real run of this template researches and cites its figures with an as-of year for each, or marks them as modelled and states the basis — the rule the template itself carries.