



CB

● MANIFESTO

The 10 laws of system **governance**.

Most people optimize campaigns. Very few govern the system. These are the ten laws that separate one from the other.

From optimizing campaigns to **governing the system**

01 The dashboard is never the business.

Metrics can look beautiful while the business fails to grow. The dashboard describes the system; it does not replace it.

02 Optimizing campaigns improves results; designing systems changes businesses.

Adjusting bids gives you a better month. Designing the whole system changes your trajectory.

03 No single metric saves you.

The result lives in a set of healthy metrics that hold each other up. Chasing one alone breaks another.

04 The algorithm learns what you teach it, not what you want to sell.

Teach it cheap clicks and it brings cheap clicks. The conversion signal configures your acquisition.

05 CPL is a symptom. CAC is the diagnosis.

A cheap CPL can hide an expensive CAC. What matters is what the customer who closes actually costs.

06 A corrupted signal does not fix itself over time: it worsens.

If you measure wrong, every day of spend trains the system worse. Time amplifies the error.

The four that cost the most money

07 Money does not fix a broken system: it makes it fail faster.

Scaling on a broken base accelerates the leak. Fix the system first; add fuel after.

08 An ICP mistake is paid in millions, not in metrics.

Getting your audience wrong never shows up as a red alert. It shows up as a business working twice as hard to grow half as much.

09 The loop between marketing and sales is where revenue lives.

Money leaks at the seams: the lead nobody answers, the CRM that never feeds back, the close nobody measures.

10 A system you cannot sustain is not a system.

If it depends on one person, one season or luck, it is a trick. A real system can be explained, repeated and governed.

The question is not whether your campaigns work. It is whether, when they do, you know exactly why — and can repeat it.

— Cesar Baz

Which of these laws are you breaking today?

You already have your level from the diagnostic. If you want to review it with someone, write to headgrowth@cesarbaz.com or go to cesarbaz.com/contacto.