

Capacity Planning Model

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a capacity plan from available hours vs committed work, showing whether you can take on more, need freelancers or must hire. Use it before signing new clients. For utilization by person use the Team Utilization & Capacity Analysis.

Purpose of this tool & output

Match workload to available team capacity

How the output is used

Use it to match workload to available team capacity — a capacity planning model that prevents overload and idle time.

Important cautions

Keep a buffer; running at 100% capacity harms quality.

Companion documents

- Agency Hiring Plan
- Freelancer Network Plan
- Team / Pod Structure Designer
- Time Tracking SOP
- Performance Review Template
- Team Training & Upskilling Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.