

[EXECUTIVE SUMMARY]

[CONFIDENTIAL]

- ▶ [KEY FINDING 1] – Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- ▶ [KEY FINDING 2] – Lorem ipsum dolor sit amet, consectetur adipiscing elit.
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- ▶ [KEY FINDING 4] – Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[SO WHAT]

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Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris.

[NEXT STEP] [CTA]

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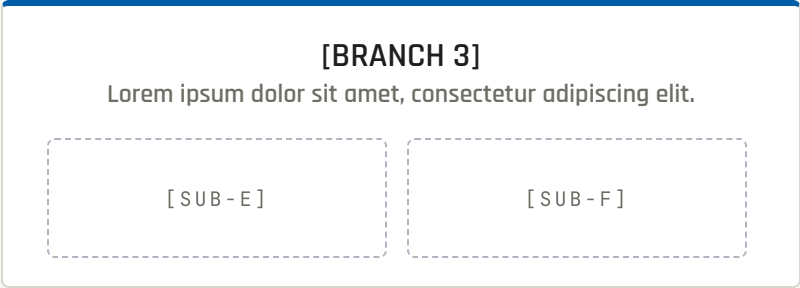
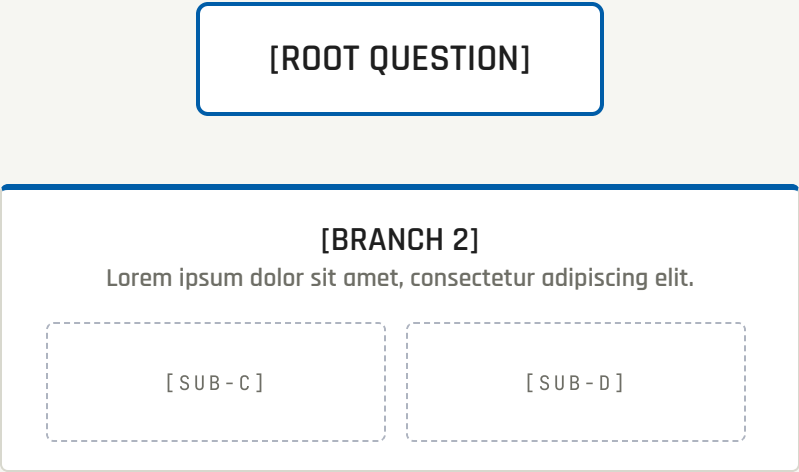
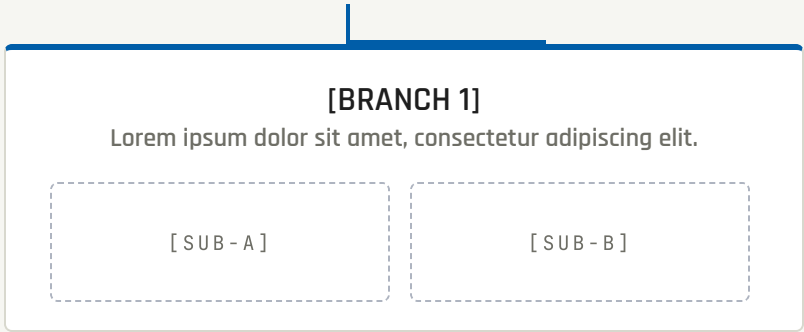
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[NEXT STEP] [CTA]

[ISSUE TREE — MECE DECOMPOSITION]

[ROOT QUESTION]



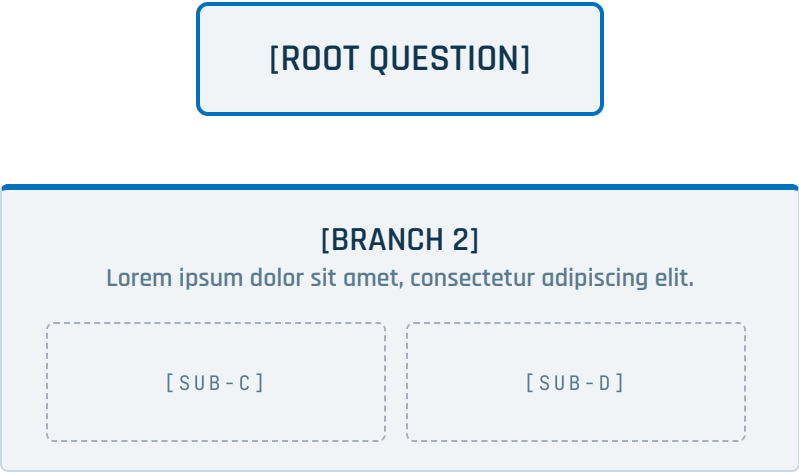
[ISSUE TREE — MECE DECOMPOSITION]

[ROOT QUESTION]



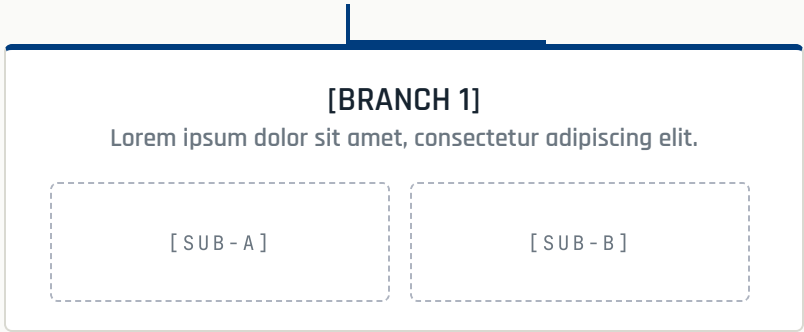
[ISSUE TREE — MECE DECOMPOSITION]

[ROOT QUESTION]



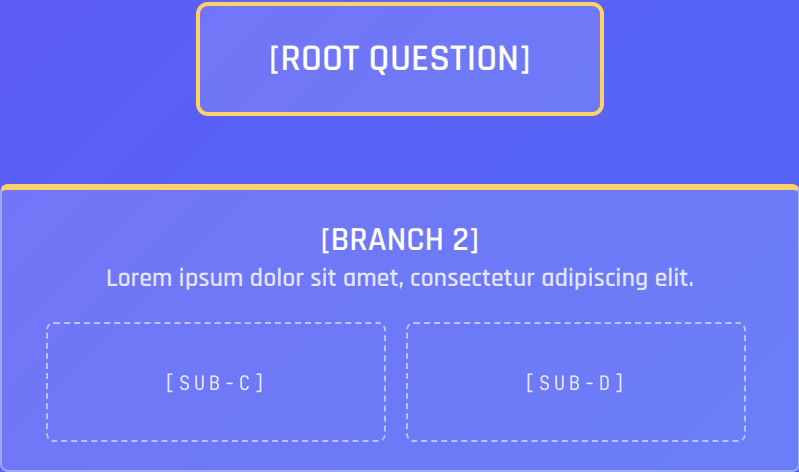
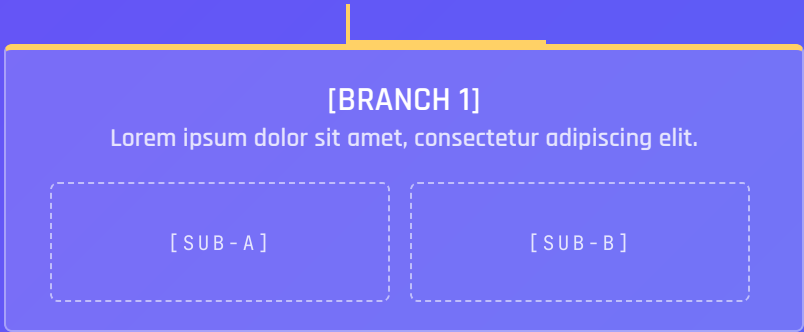
[ISSUE TREE — MECE DECOMPOSITION]

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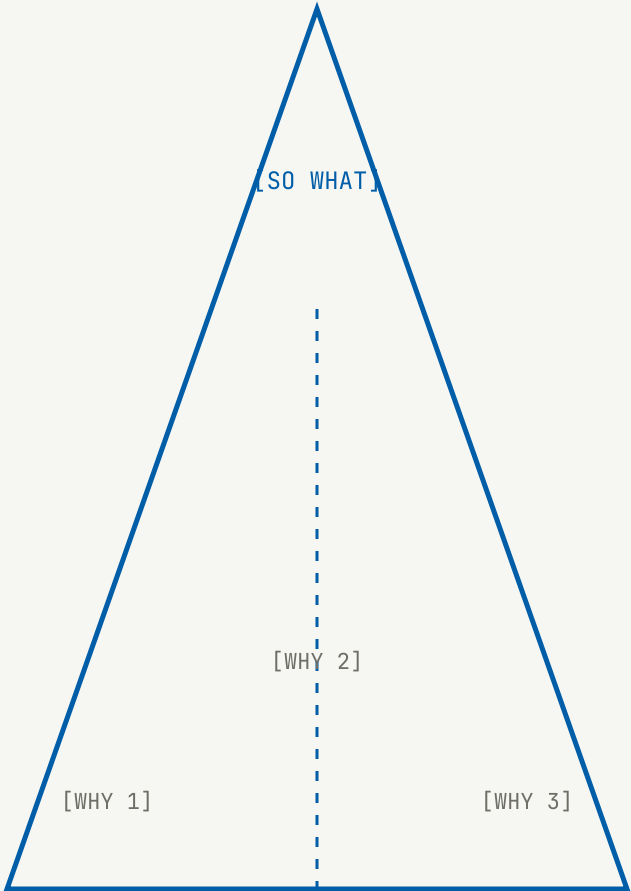
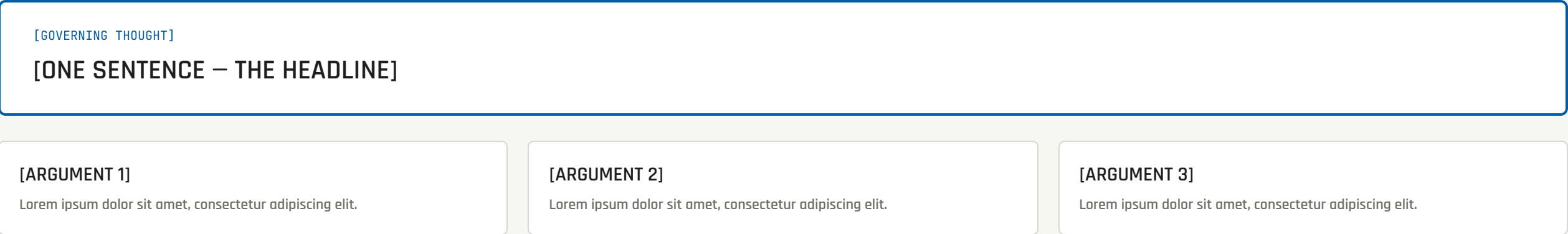
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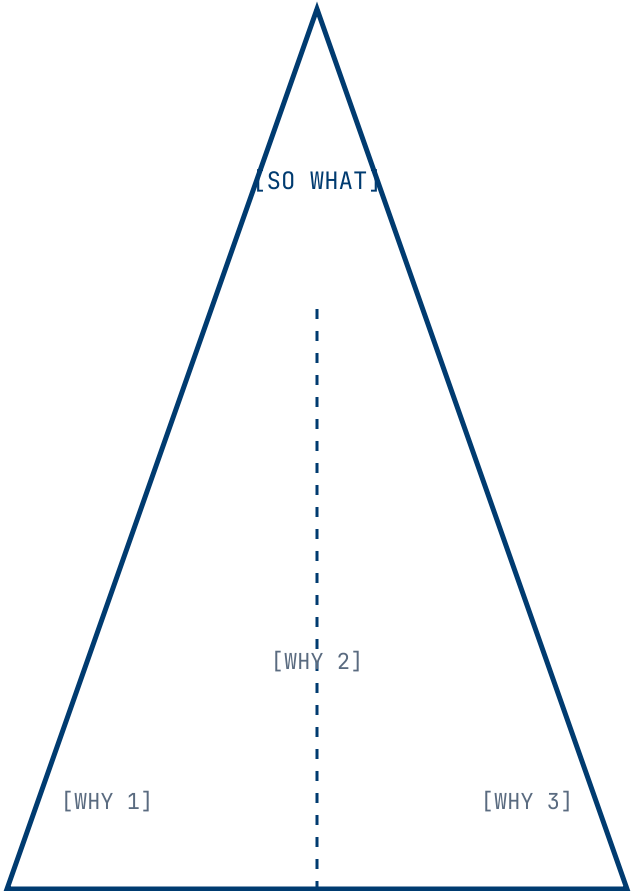
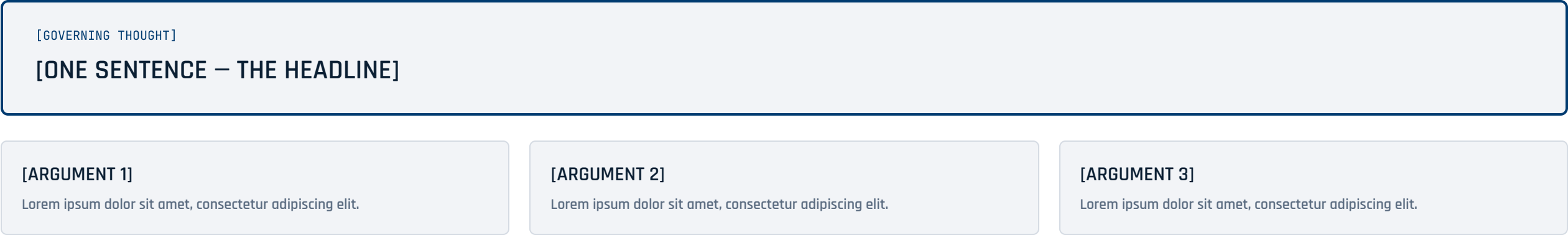
[PYRAMID PRINCIPLE – TOP-DOWN STORY]

[STRUCTURE]



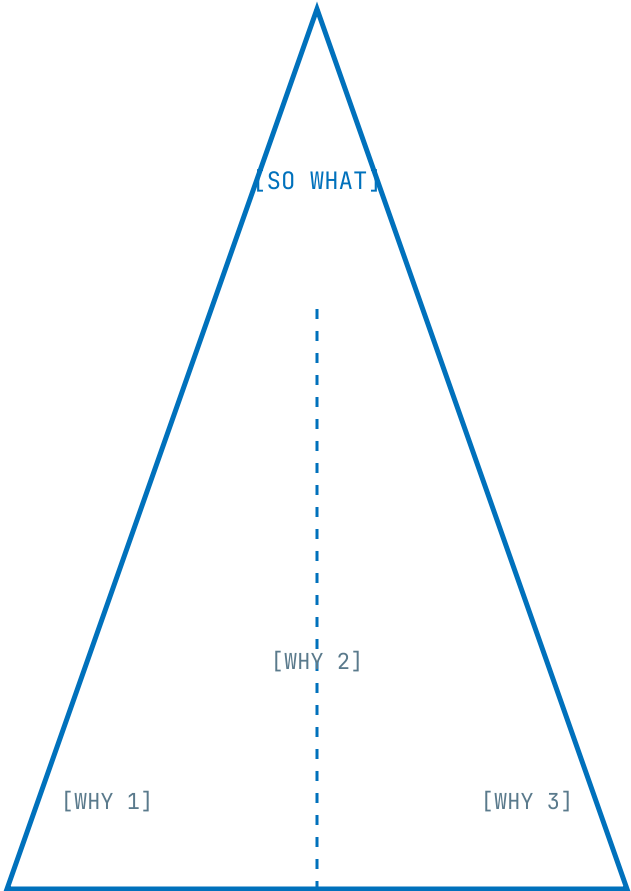
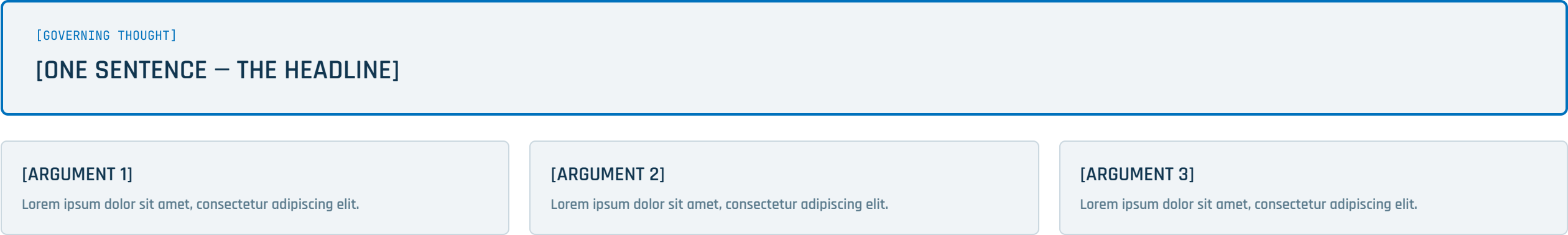
[PYRAMID PRINCIPLE – TOP-DOWN STORY]

[STRUCTURE]



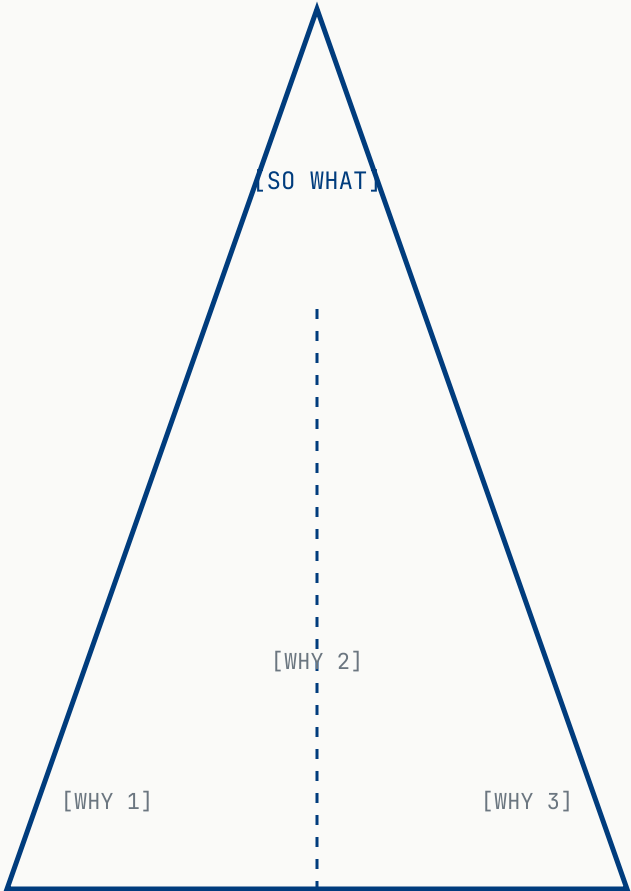
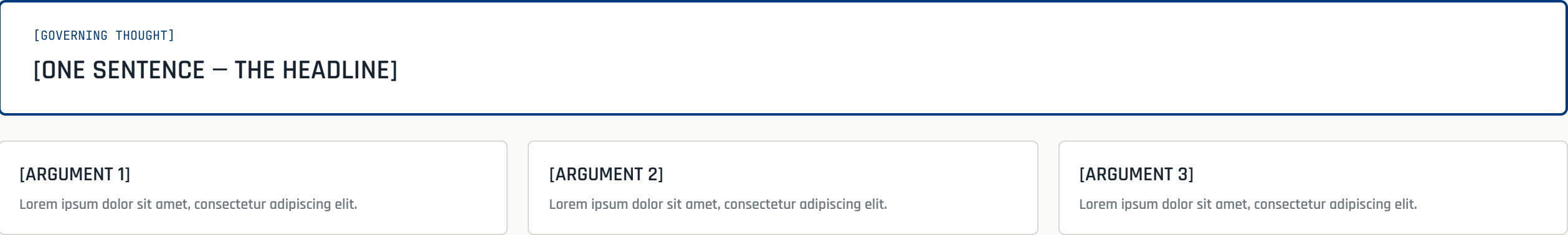
[PYRAMID PRINCIPLE – TOP-DOWN STORY]

[STRUCTURE]



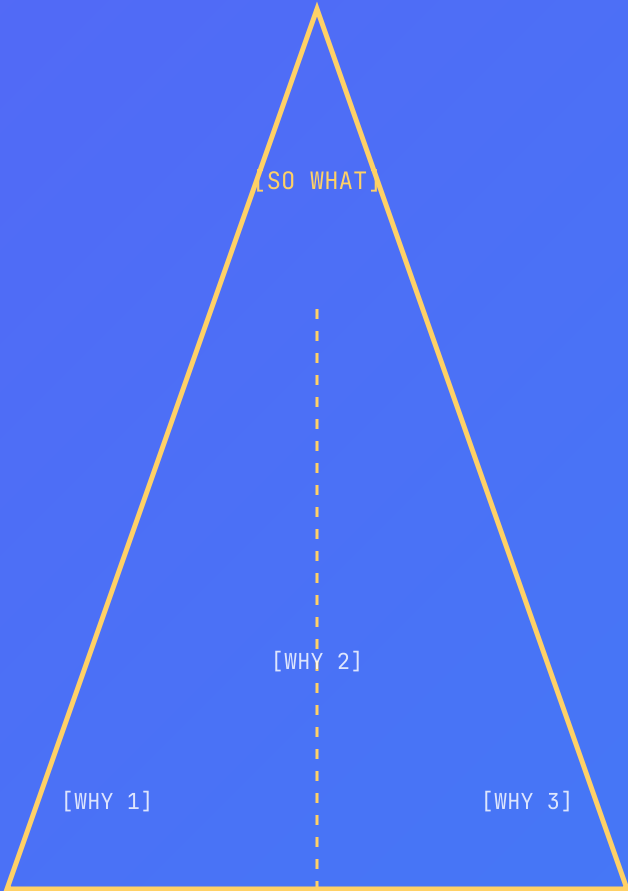
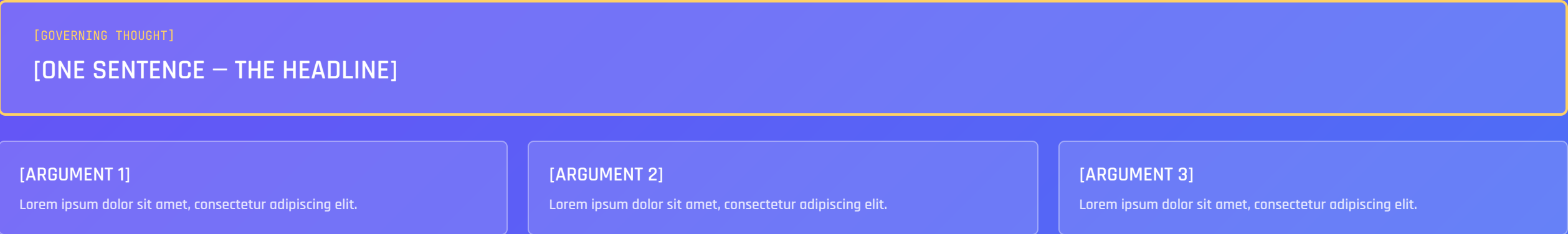
[PYRAMID PRINCIPLE – TOP-DOWN STORY]

[STRUCTURE]



[PYRAMID PRINCIPLE – TOP-DOWN STORY]

[STRUCTURE]



[HYPOTHESIS-LED ANALYSIS]

[HYPOTHESIS → TESTS → EVIDENCE → DECISION]

[HYPOTHESIS]

[WE BELIEVE THAT ...]

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[TEST 01 – DATA SOURCE]

[TEST 02 – ANALYTICS / INTERVIEW]

[TEST 03 – BENCHMARK]

[VALIDATED]

[REJECTED]

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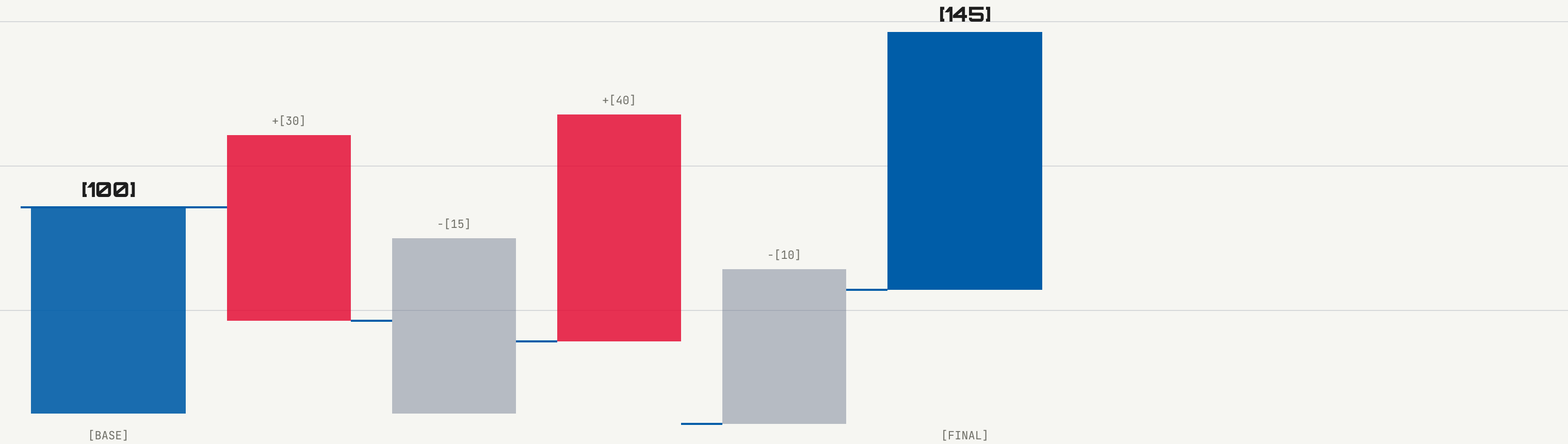
[TEST 03 – BENCHMARK]

[VALIDATED]

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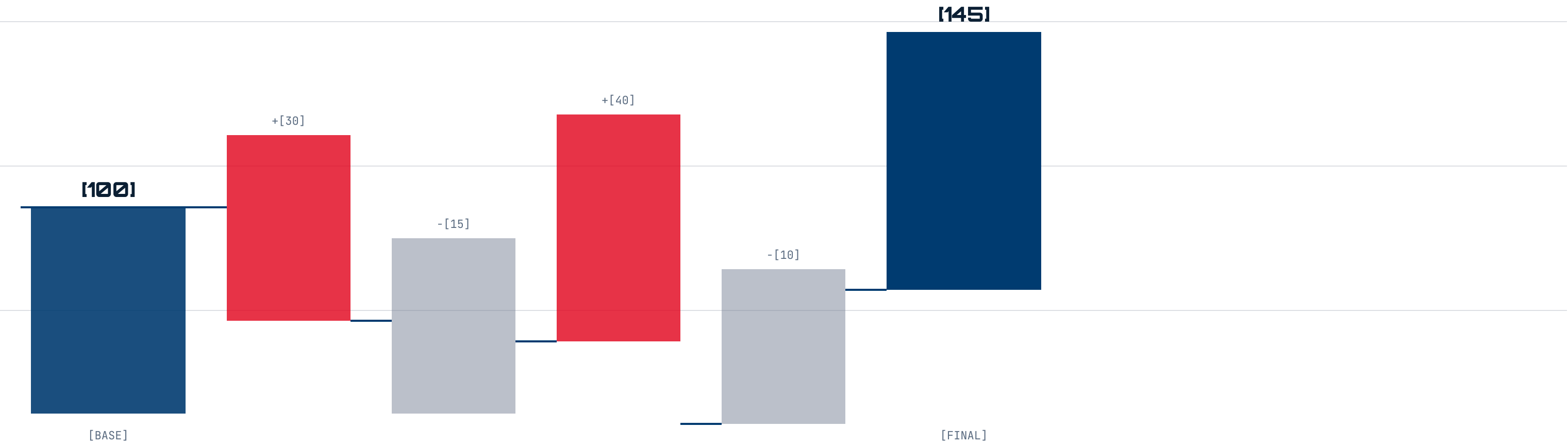
[BRIDGE / WATERFALL]

[DRIVERS OF CHANGE – \$M]



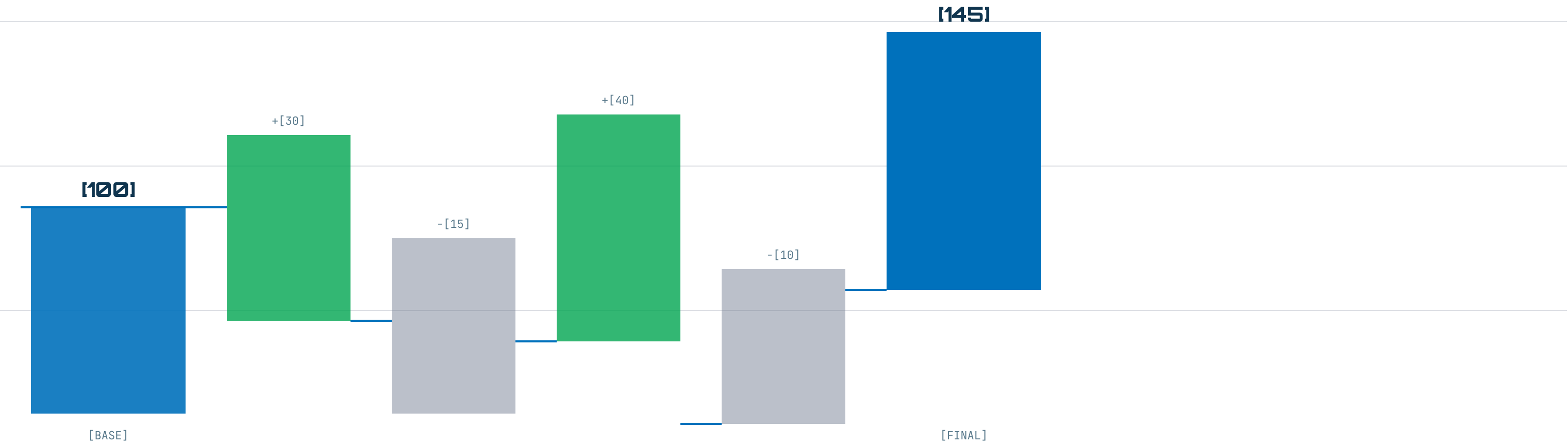
[BRIDGE / WATERFALL]

[DRIVERS OF CHANGE – \$M]



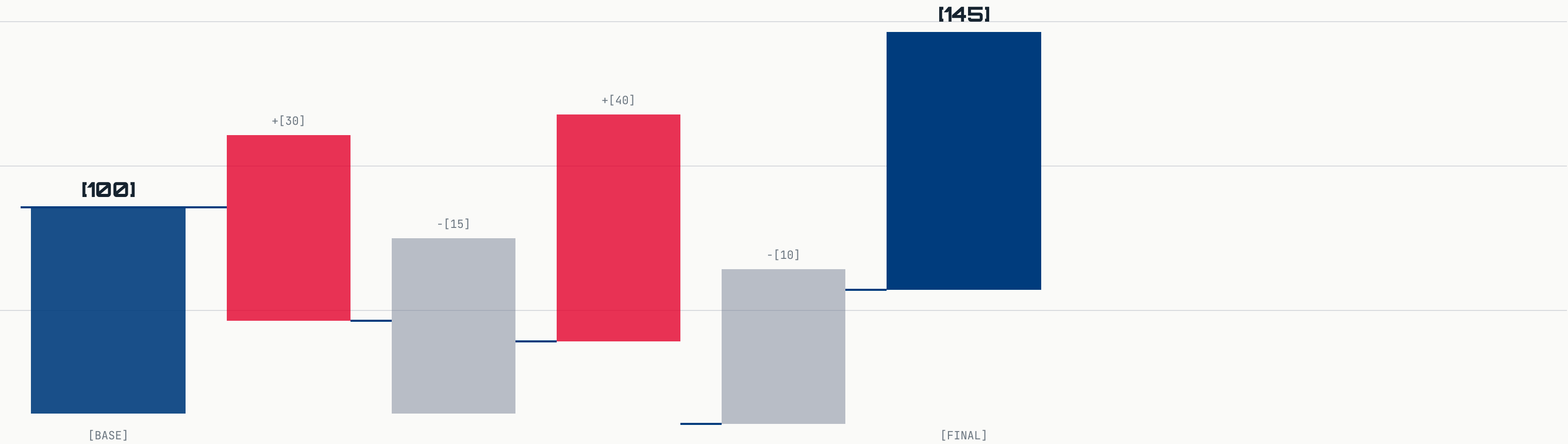
[BRIDGE / WATERFALL]

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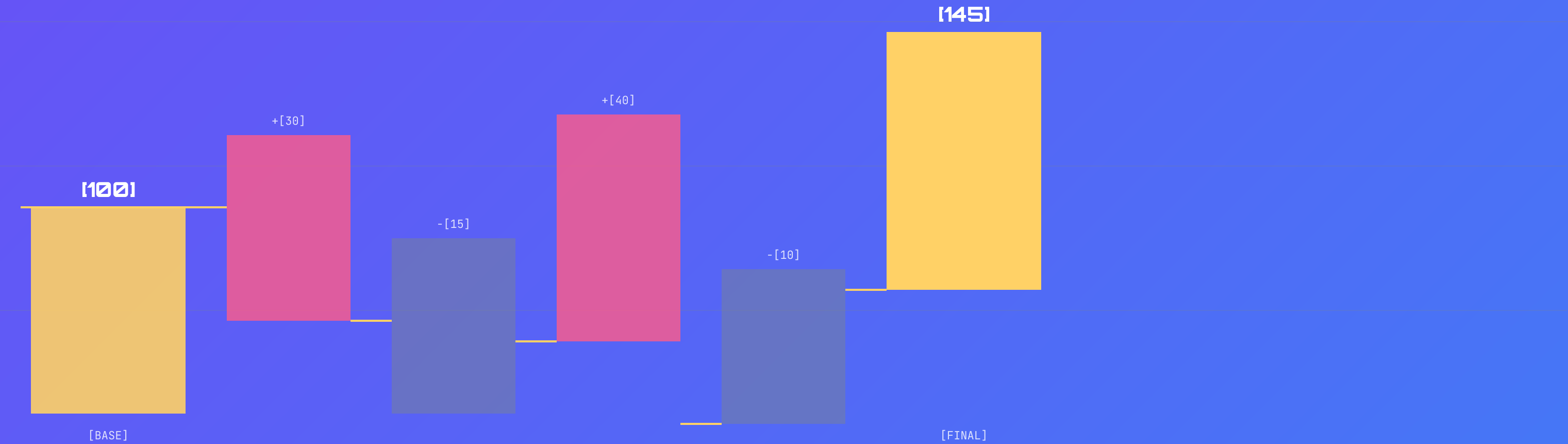
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[DRIVERS OF CHANGE – \$M]

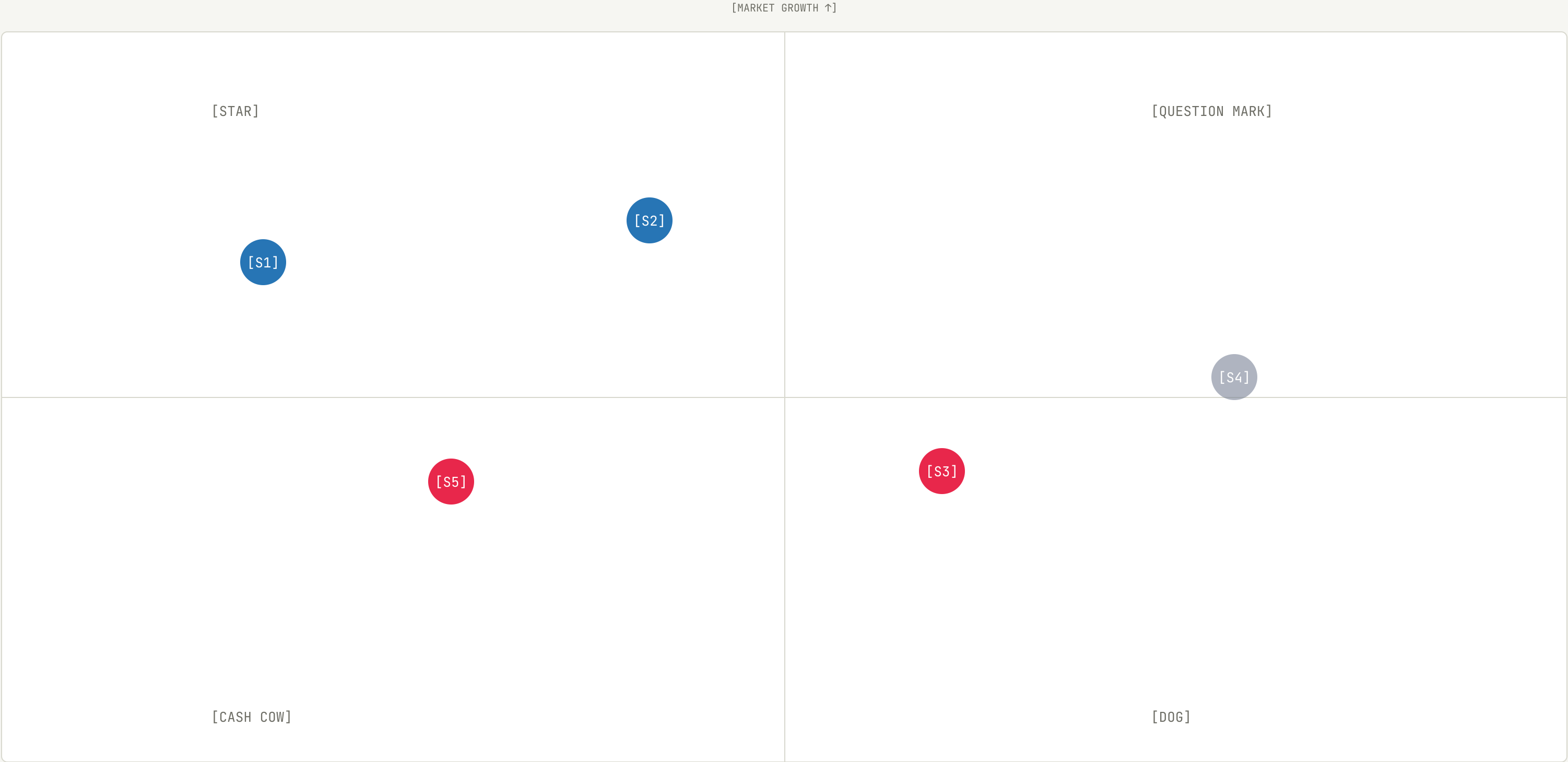


[BRIDGE / WATERFALL]

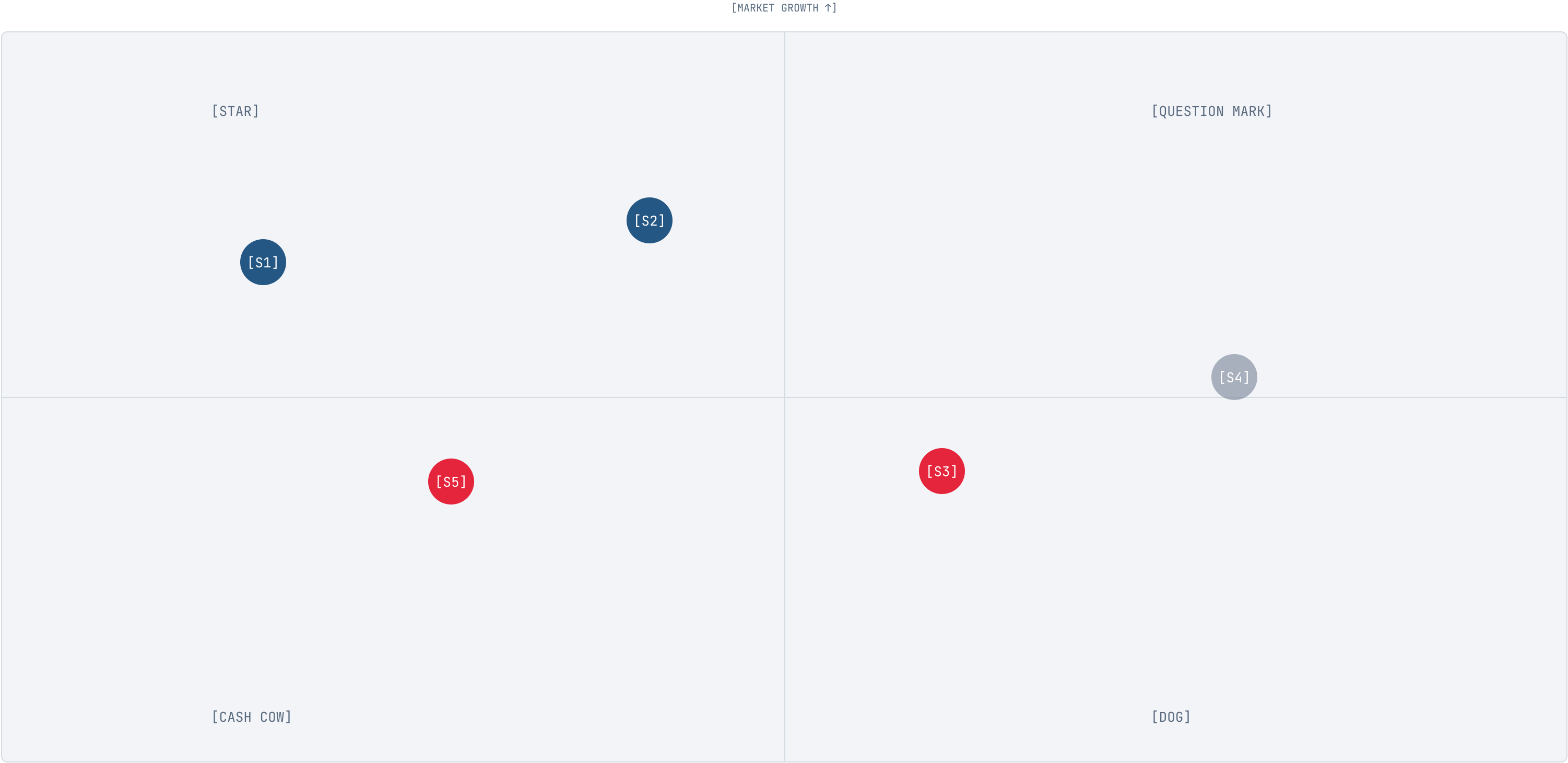
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[PORTFOLIO MATRIX – GROWTH × SHARE]

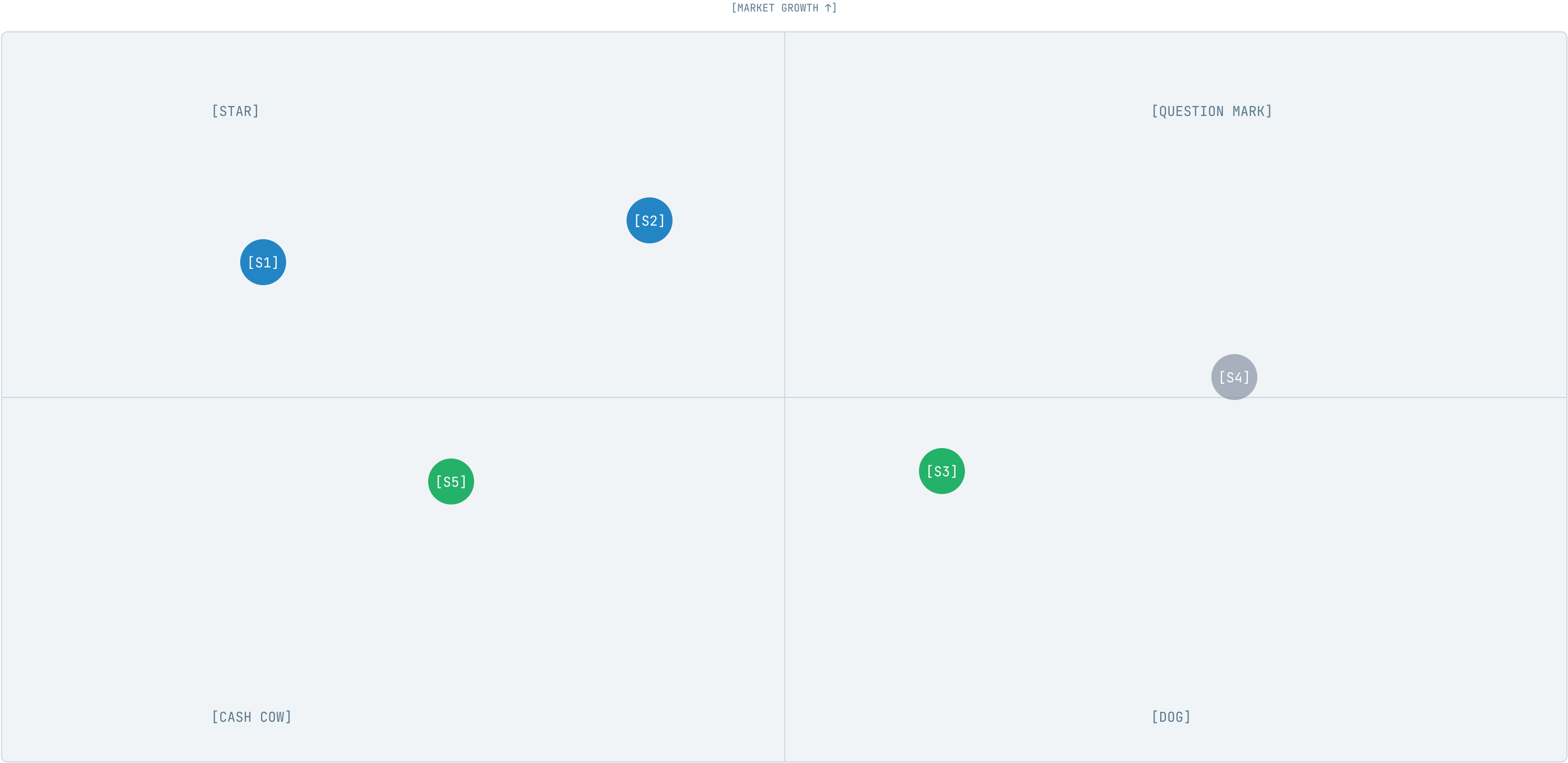


[PORTFOLIO MATRIX – GROWTH × SHARE]

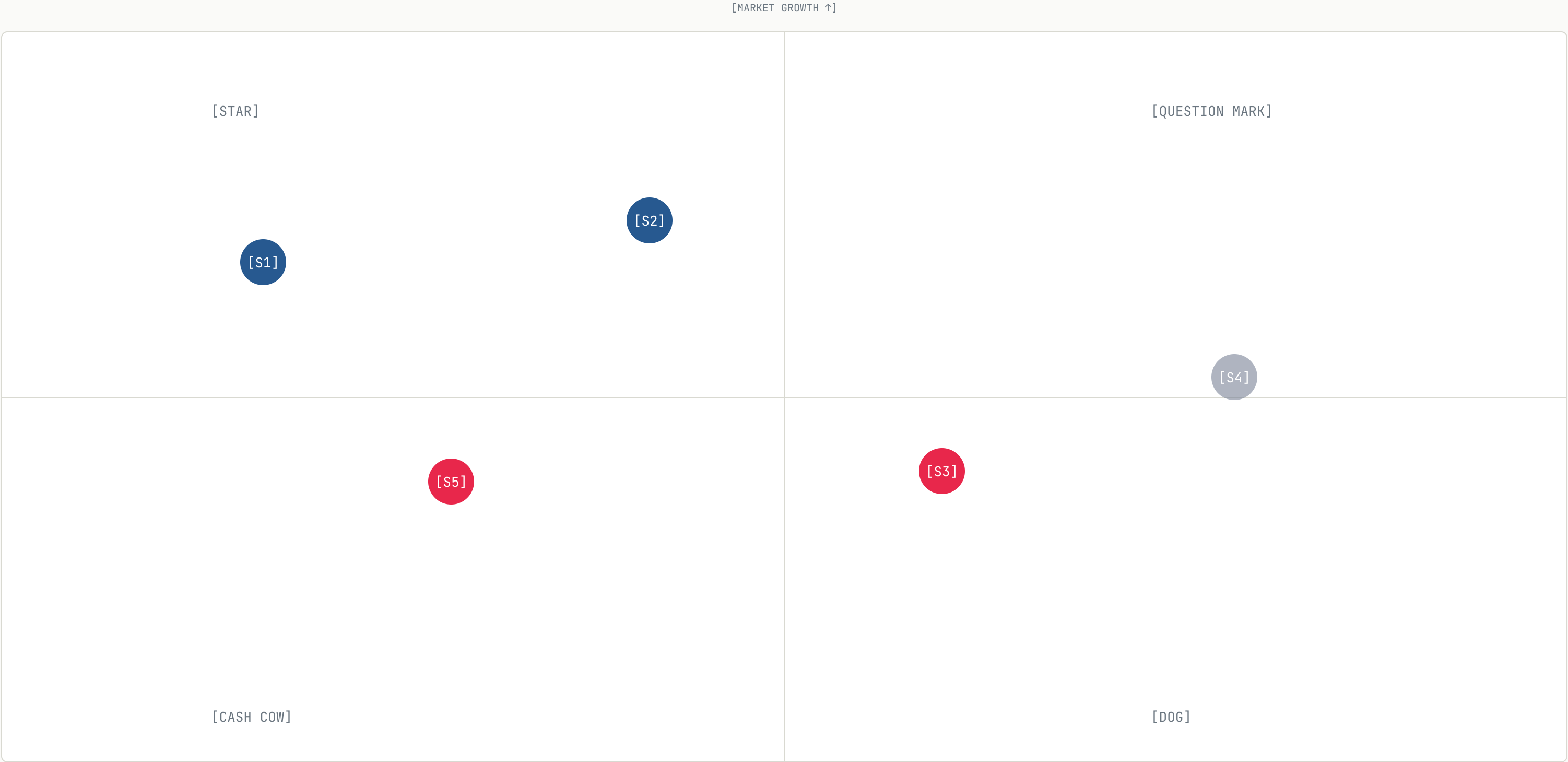


[RELATIVE SHARE →]

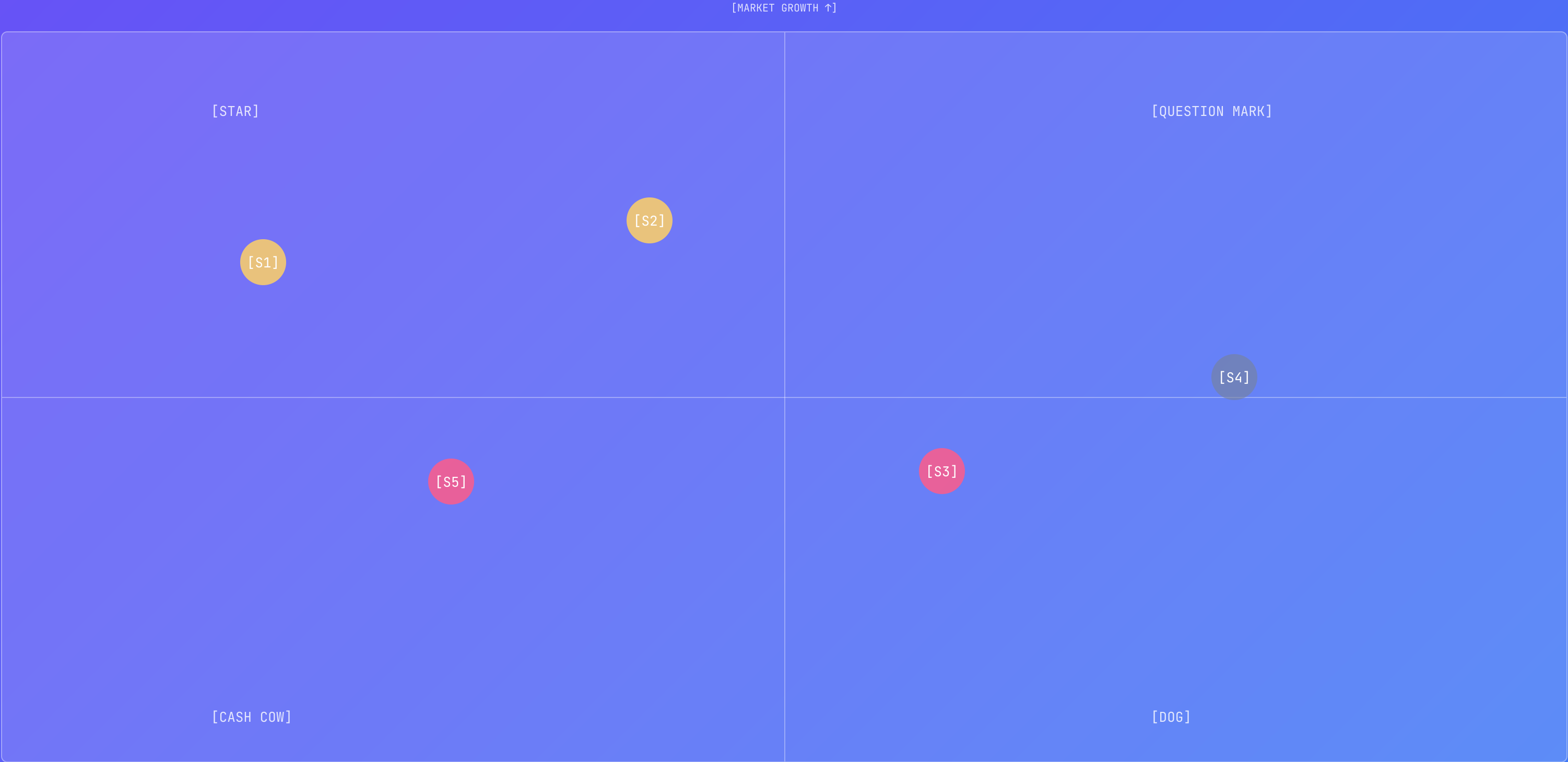
[PORTFOLIO MATRIX – GROWTH × SHARE]



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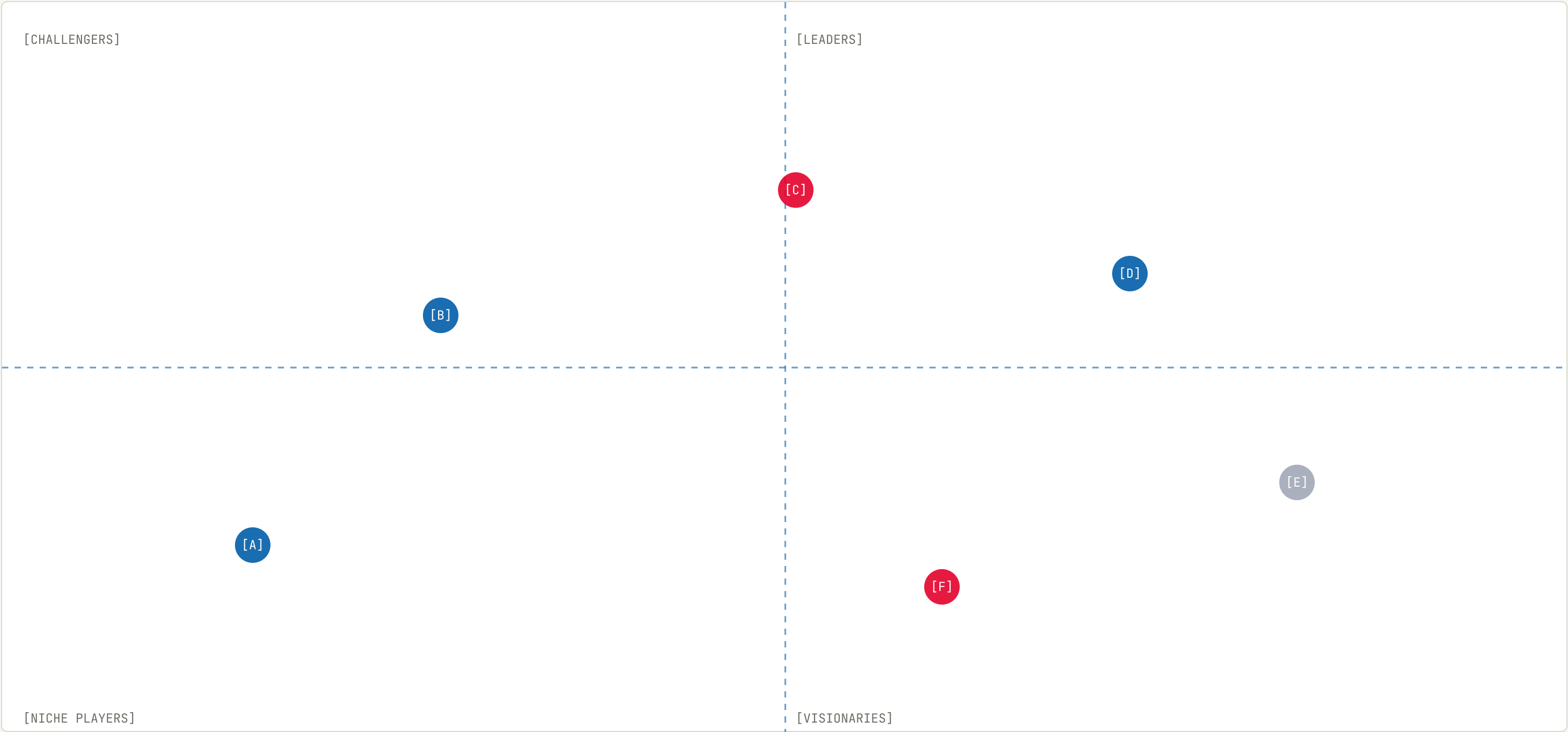


[MAGIC QUADRANT]

[ABILITY TO EXECUTE × COMPLETENESS OF VISION]

[VENDOR A]

[VENDOR B]

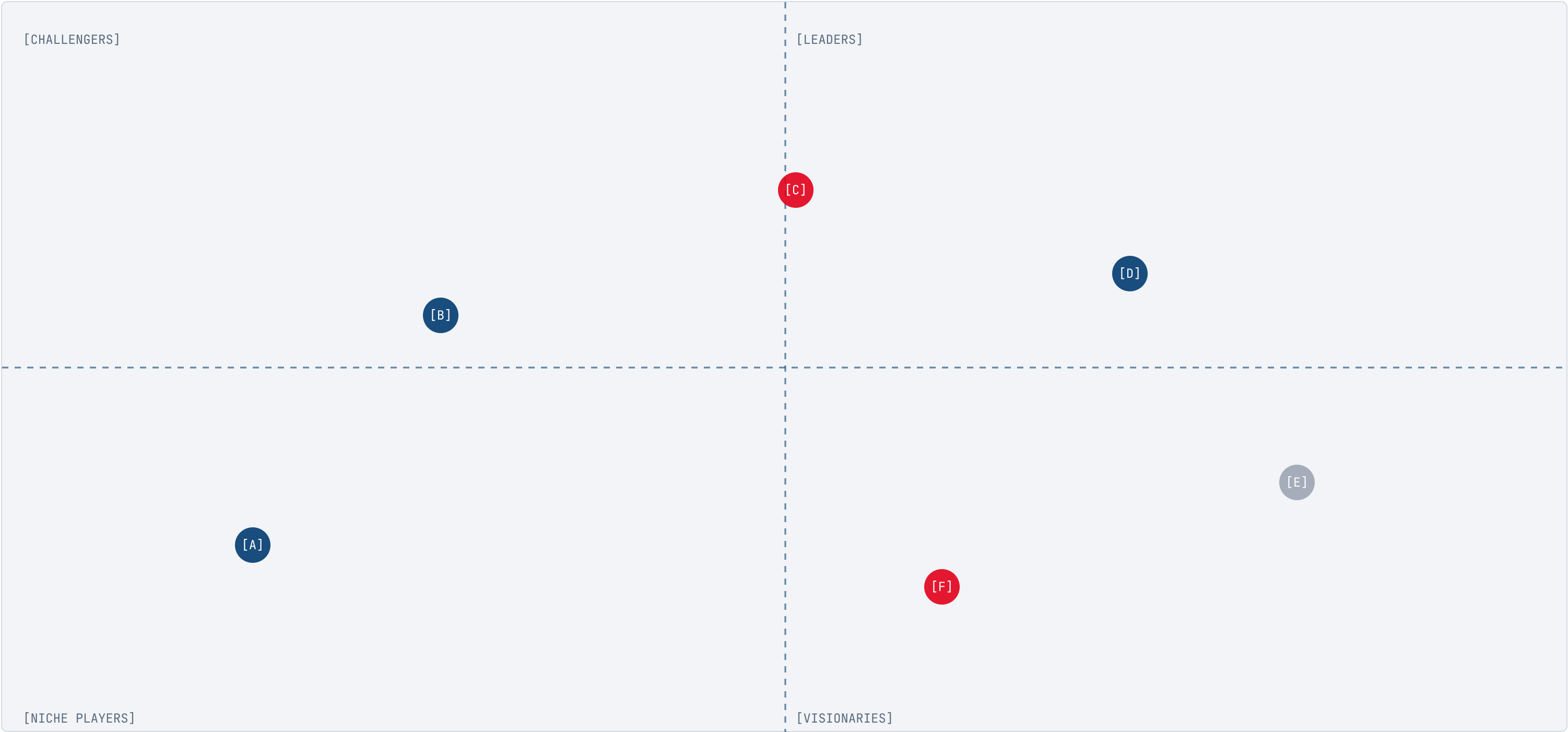


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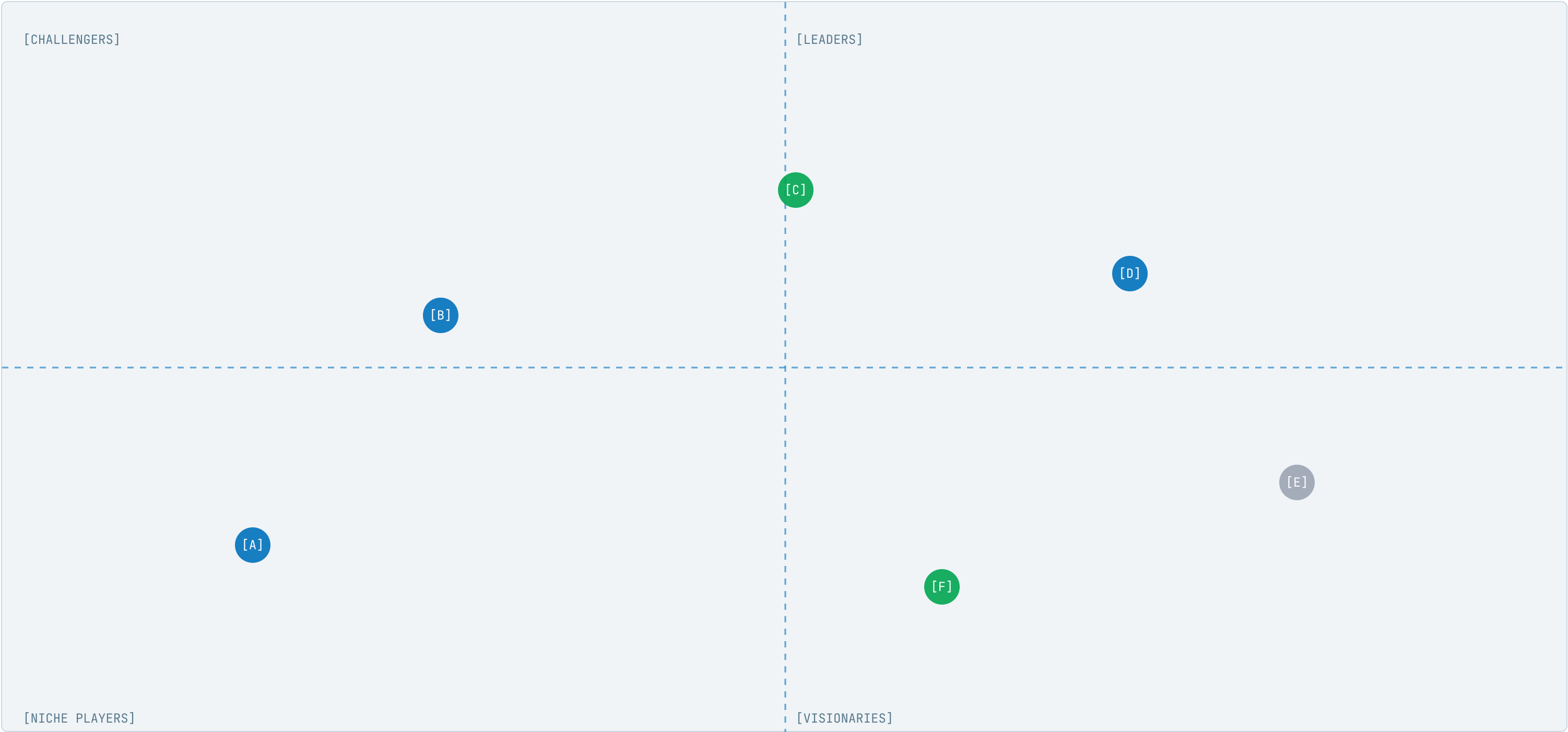


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[ABILITY TO EXECUTE × COMPLETENESS OF VISION]

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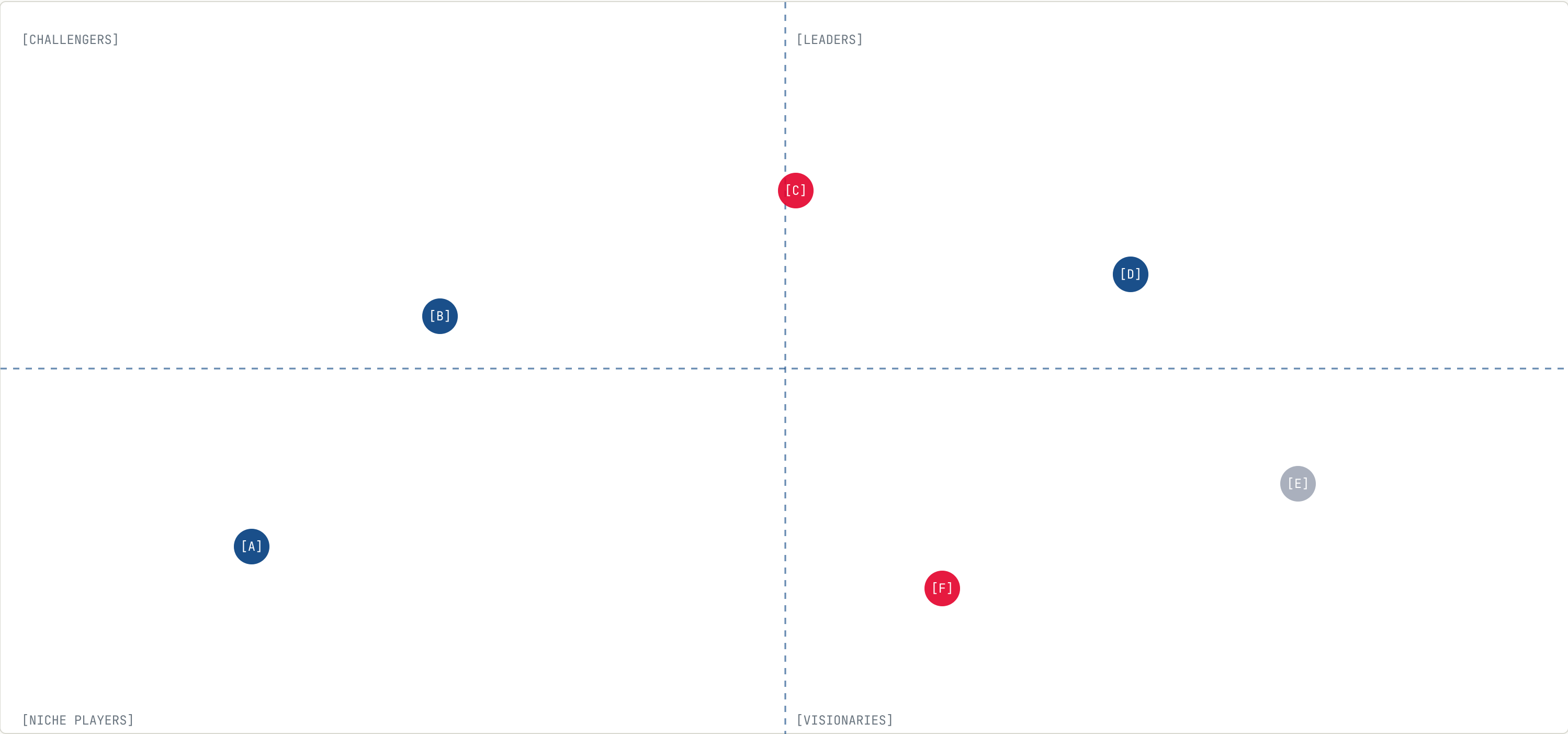


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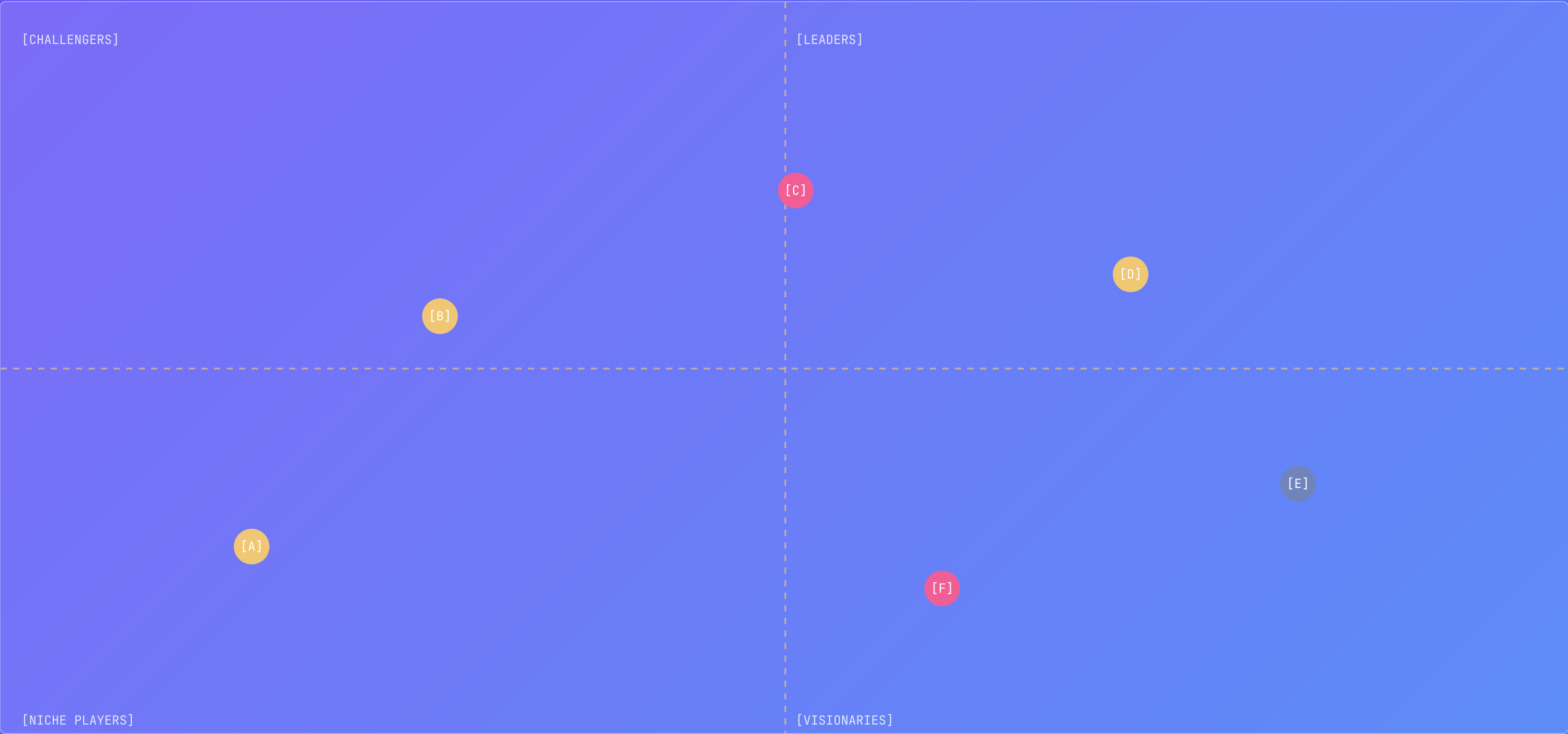


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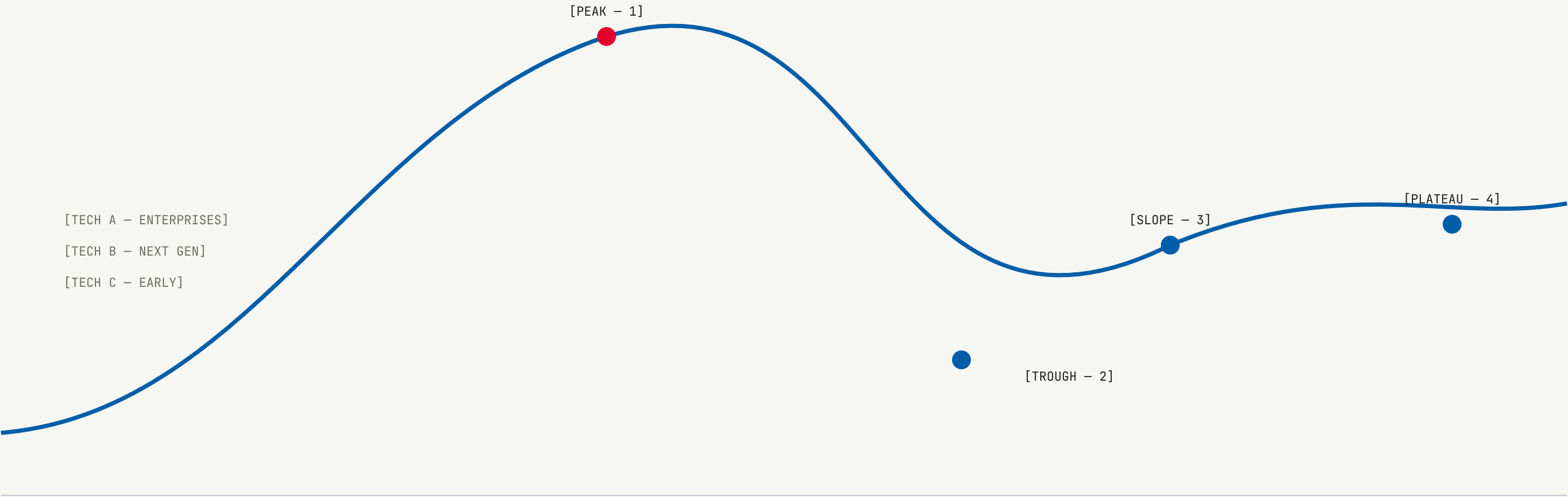
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[VENDOR B]



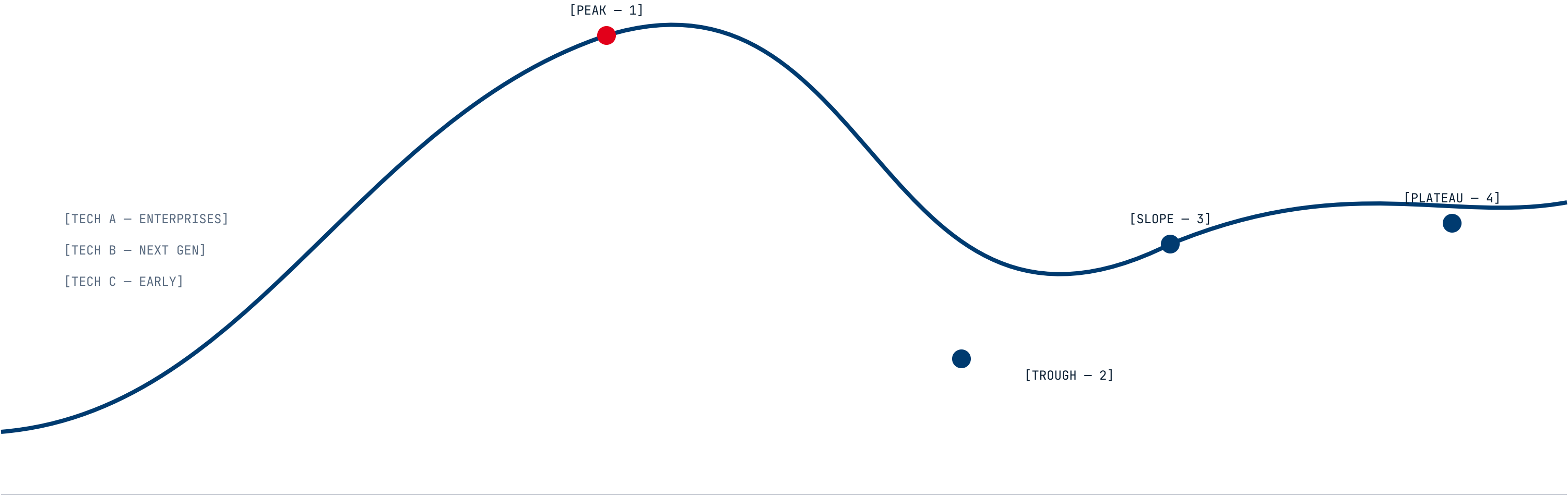
[HYPE CYCLE – EMERGING TECH]

[EXPECTATIONS × TIME]



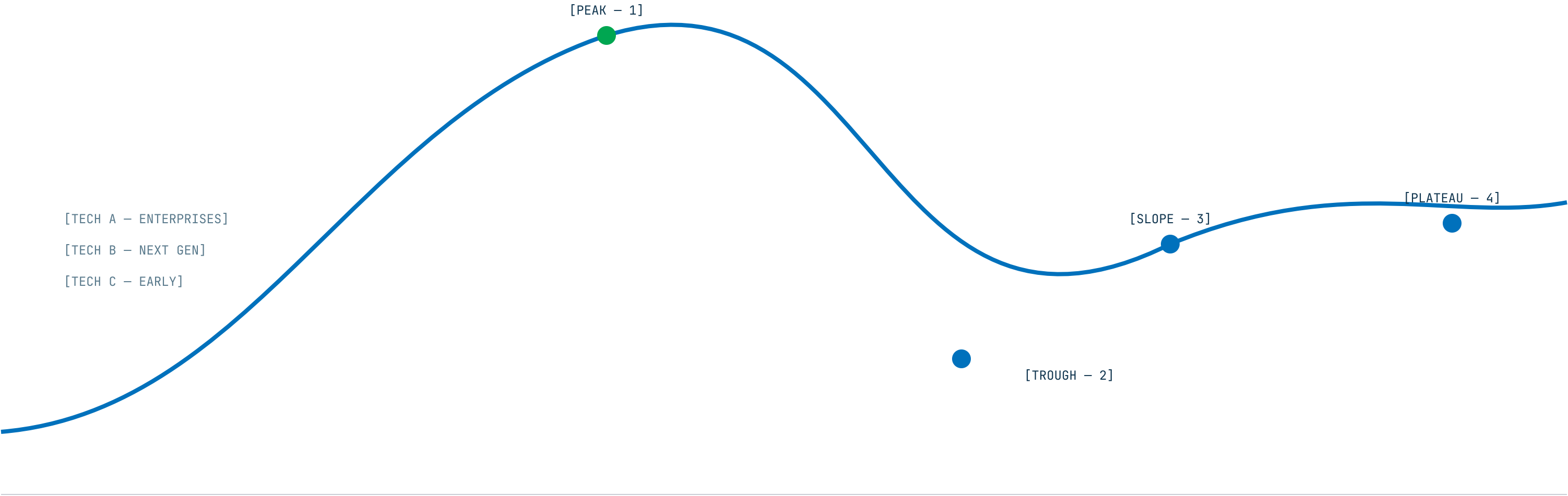
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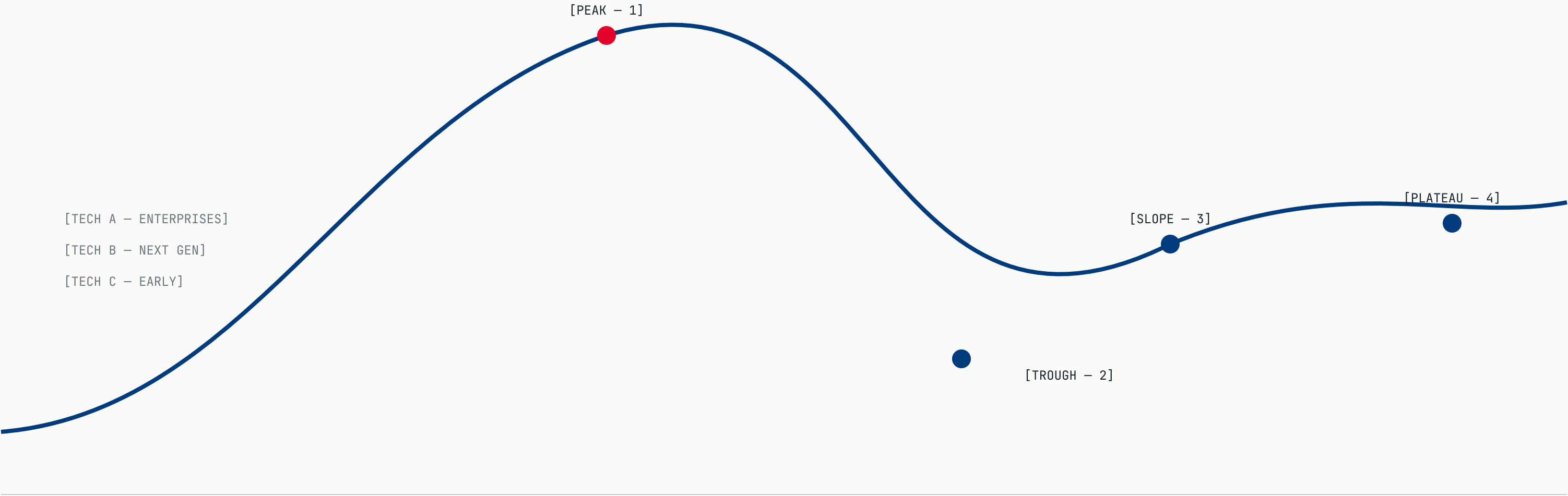
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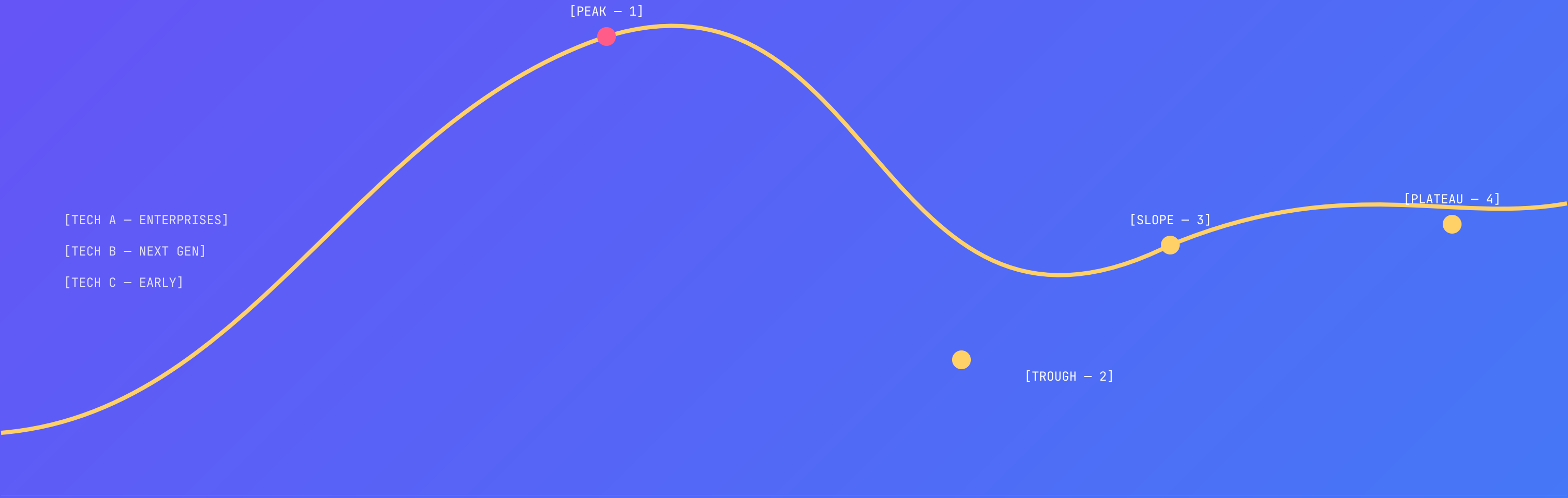
[HYPE CYCLE – EMERGING TECH]

[EXPECTATIONS × TIME]



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[CAPABILITY MATURITY MODEL]

[5-STAGE PROGRESSION]



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[5-STAGE PROGRESSION]



[CAPABILITY MATURITY MODEL]

[5-STAGE PROGRESSION]



[STRATEGY PALETTE — FIVE ARCHETYPES]

[CONTEXT → APPROACH → PORTFOLIO]

[ARCHETYPE 1]

[STRATEGY 1]

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[ARCHETYPE 2]

[STRATEGY 2]

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[ARCHETYPE 3]

[STRATEGY 3]

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[ARCHETYPE 4]

[STRATEGY 4]

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[ARCHETYPE 5]

[STRATEGY 5]

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[WHICH ARCHETYPE FITS OUR CONTEXT? — KEY DEBATE]

[STRATEGY PALETTE — FIVE ARCHETYPES]

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[STRATEGY PALETTE — FIVE ARCHETYPES]

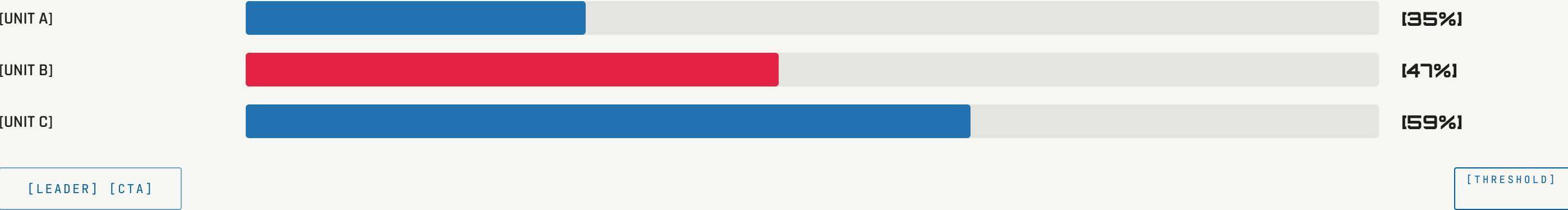
[CONTEXT → APPROACH → PORTFOLIO]

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[WHICH ARCHETYPE FITS OUR CONTEXT? — KEY DEBATE]

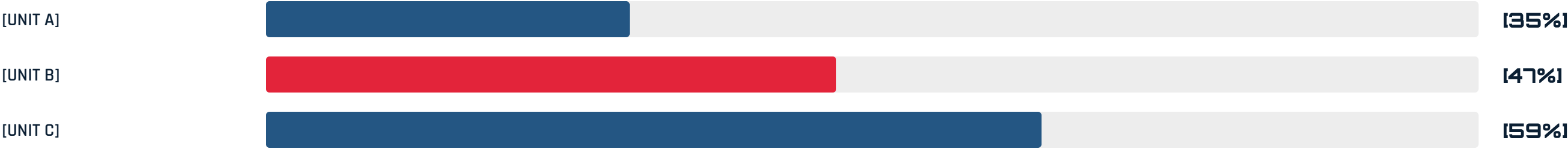
[STACK / BAND ANALYSIS]

[PERFORMANCE BY UNIT]



[STACK / BAND ANALYSIS]

[PERFORMANCE BY UNIT]

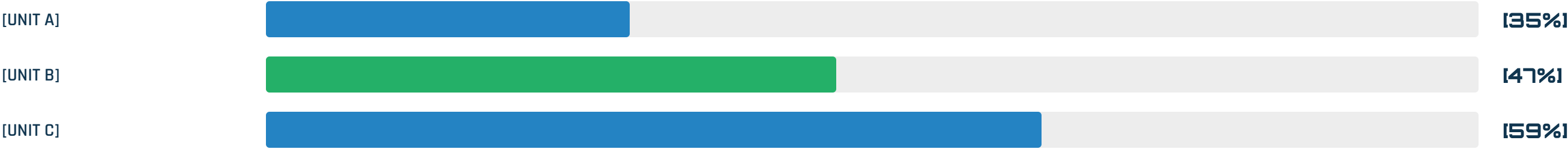


[LEADER] [CTA]

[THRESHOLD]

[STACK / BAND ANALYSIS]

[PERFORMANCE BY UNIT]



[LEADER] [CTA]

[THRESHOLD]

[STACK / BAND ANALYSIS]

[PERFORMANCE BY UNIT]

[UNIT A]



[35%]

[UNIT B]



[47%]

[UNIT C]



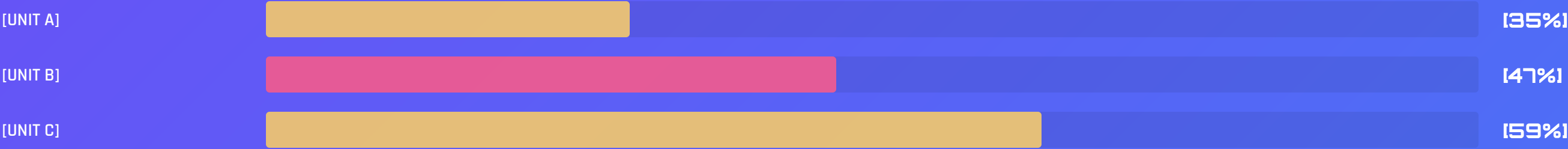
[59%]

[LEADER] [CTA]

[THRESHOLD]

[STACK / BAND ANALYSIS]

[PERFORMANCE BY UNIT]

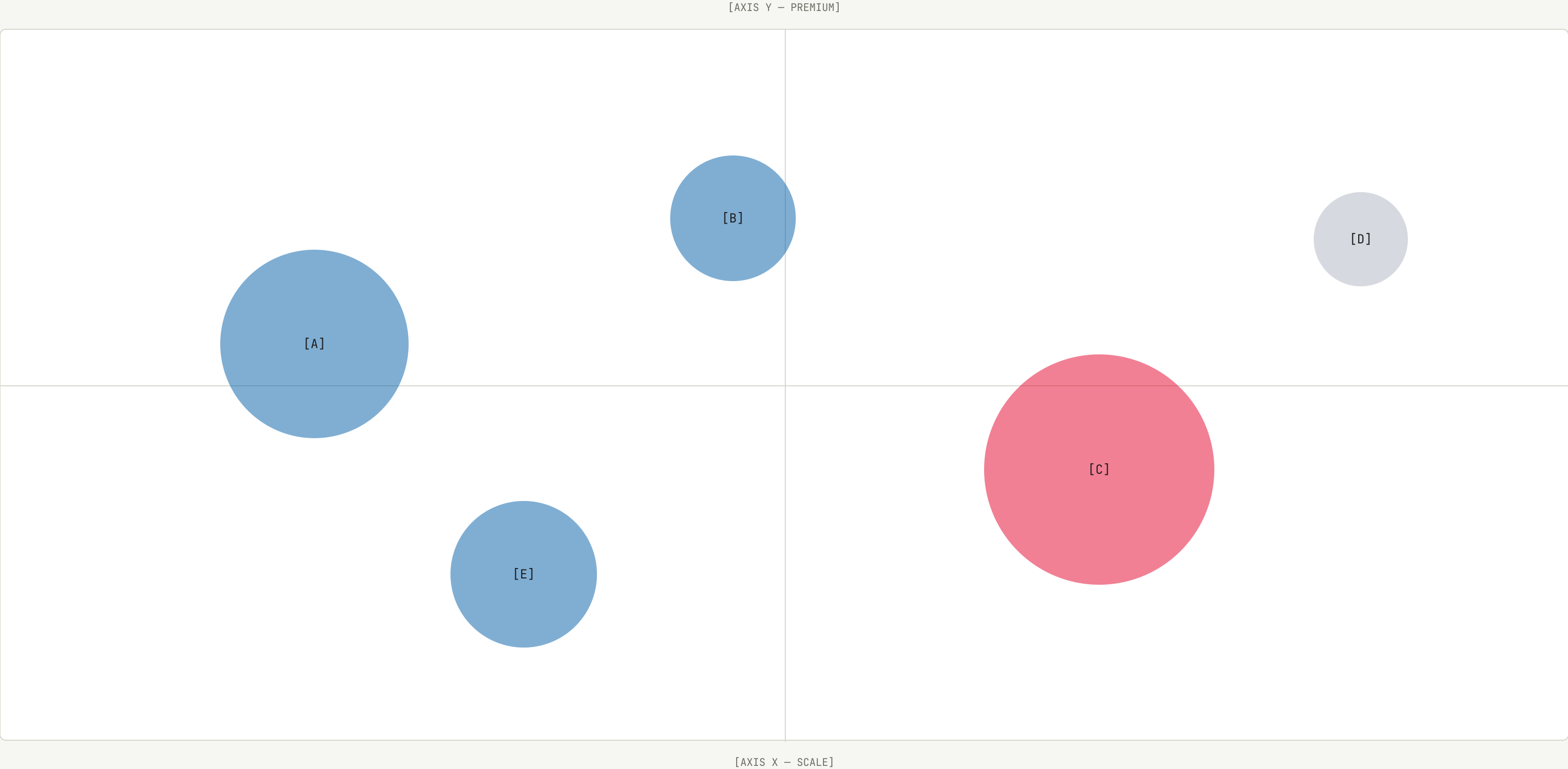


[LEADER] [CTA]

[THRESHOLD]

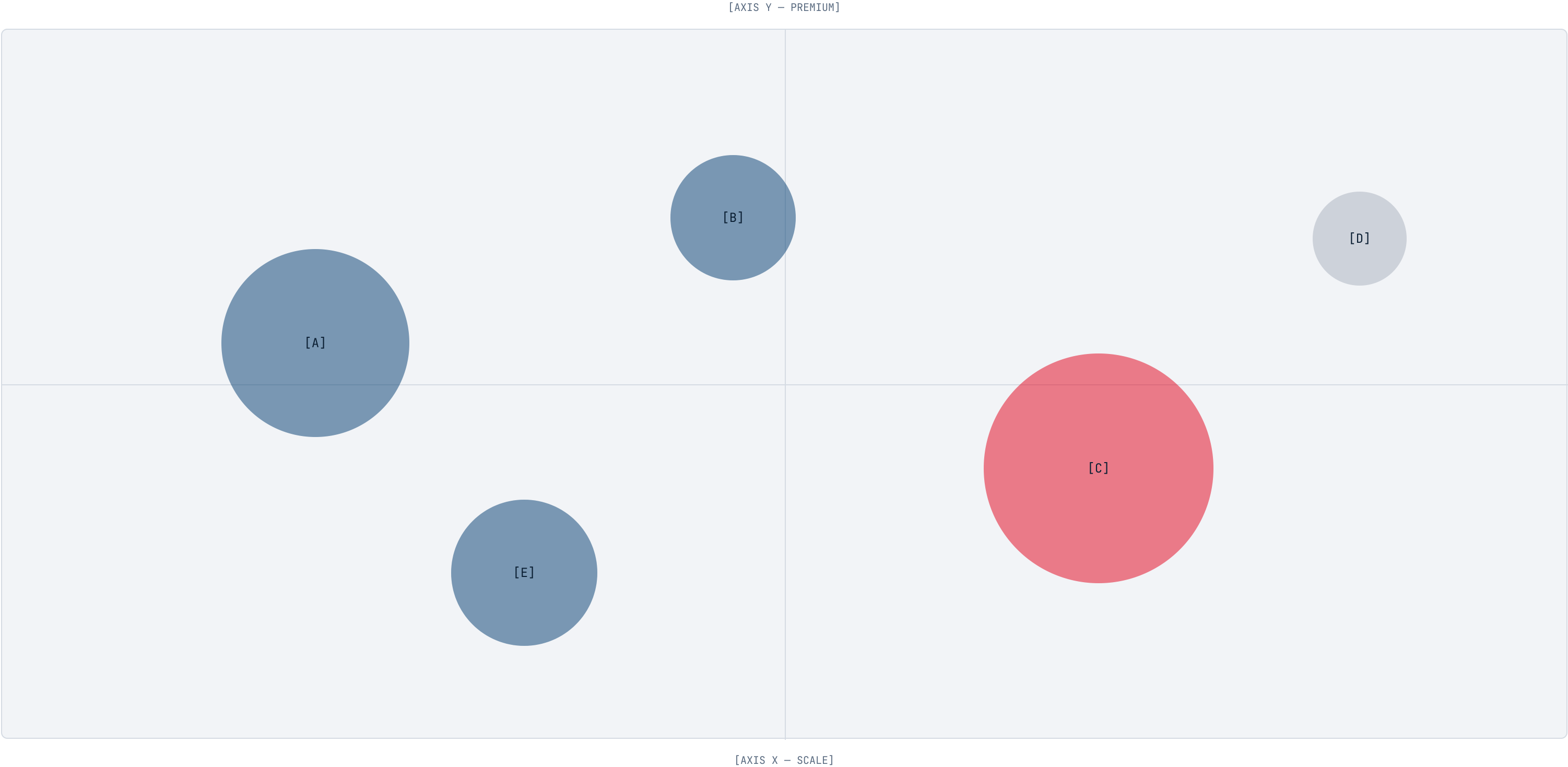
[COMPETITIVE POSITIONING – BUBBLE MAP]

[SIZE = SCALE · POSITION = STRATEGY]



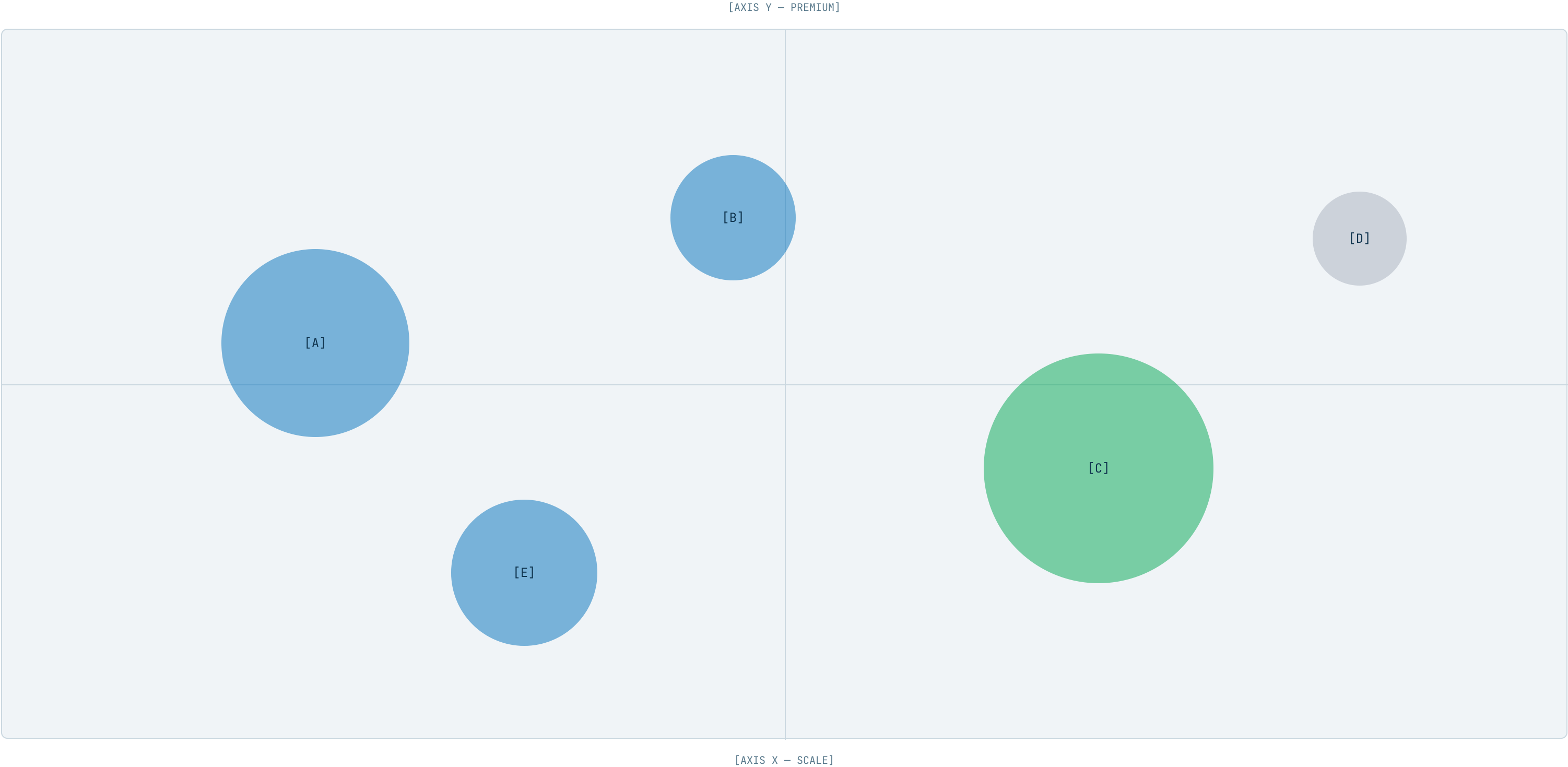
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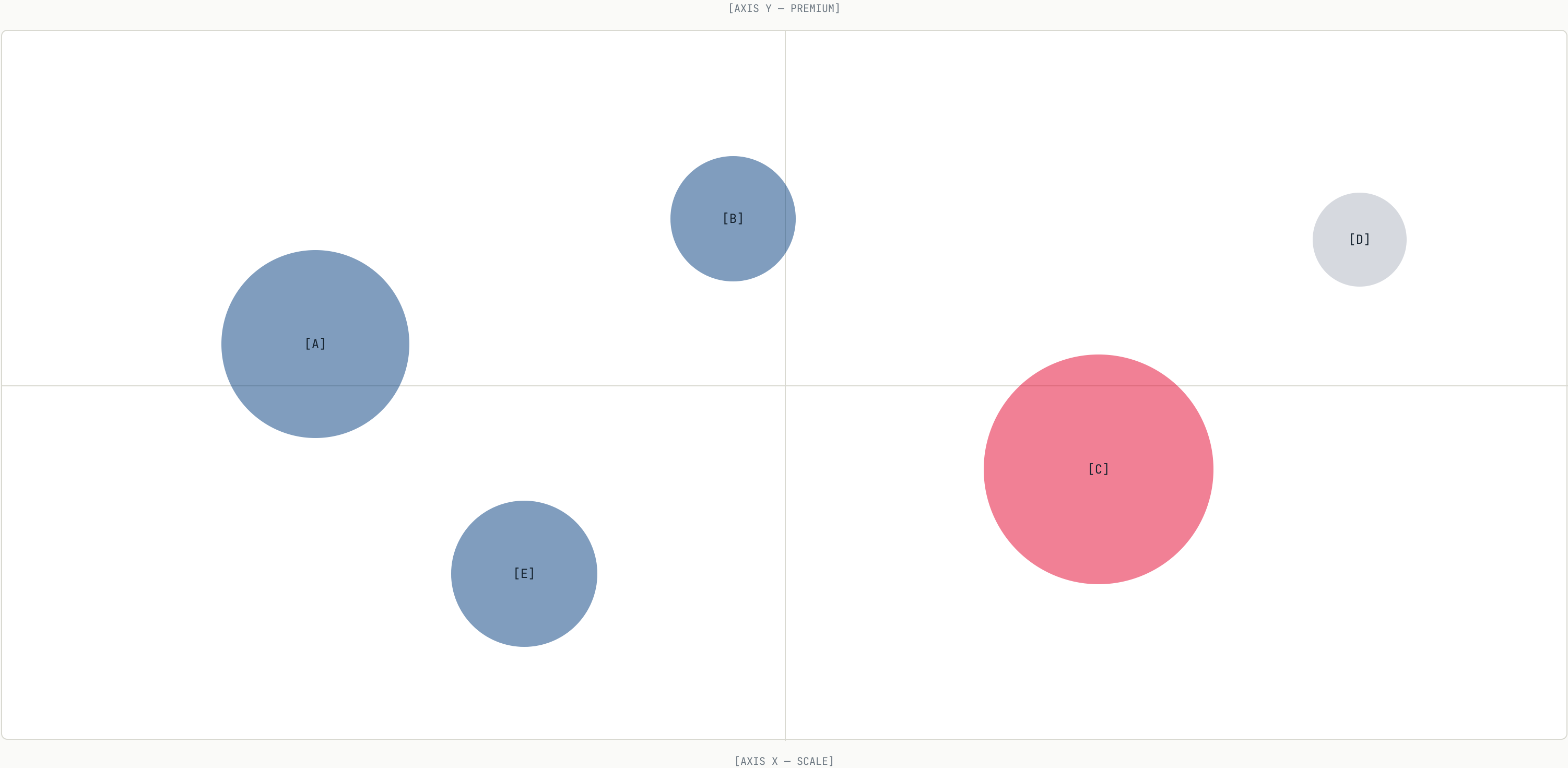
[COMPETITIVE POSITIONING – BUBBLE MAP]

[SIZE = SCALE · POSITION = STRATEGY]



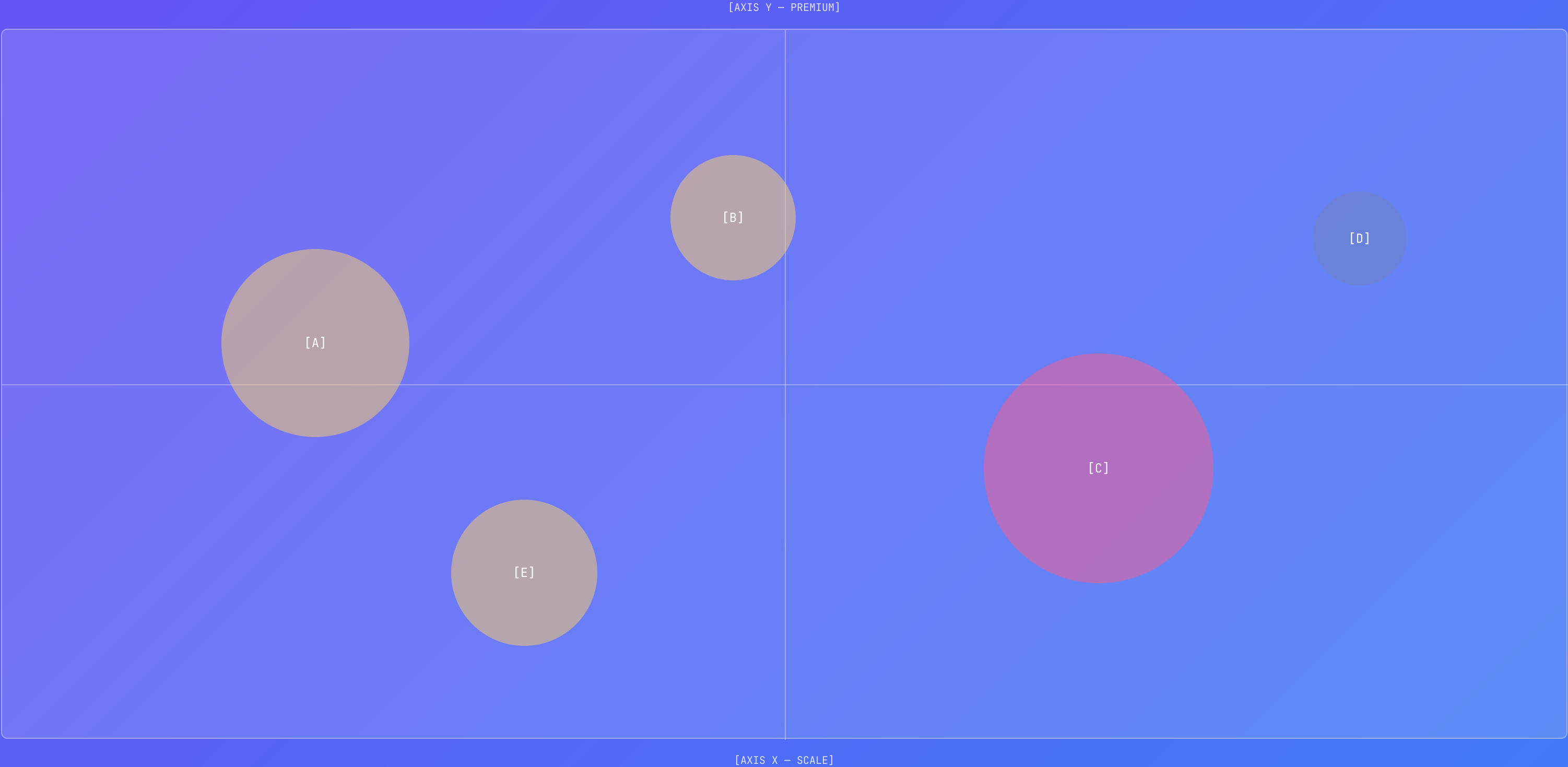
[COMPETITIVE POSITIONING – BUBBLE MAP]

[SIZE = SCALE · POSITION = STRATEGY]



[COMPETITIVE POSITIONING – BUBBLE MAP]

[SIZE = SCALE · POSITION = STRATEGY]



[CUSTOMER JOURNEY MAP]

[DISCOVER → EVALUATE → ADOPT → EXPAND → ADVOCATE]



[CUSTOMER JOURNEY MAP]

[DISCOVER → EVALUATE → ADOPT → EXPAND → ADVOCATE]



[CUSTOMER JOURNEY MAP]

[DISCOVER → EVALUATE → ADOPT → EXPAND → ADVOCATE]



[CUSTOMER JOURNEY MAP]

[DISCOVER → EVALUATE → ADOPT → EXPAND → ADVOCATE]



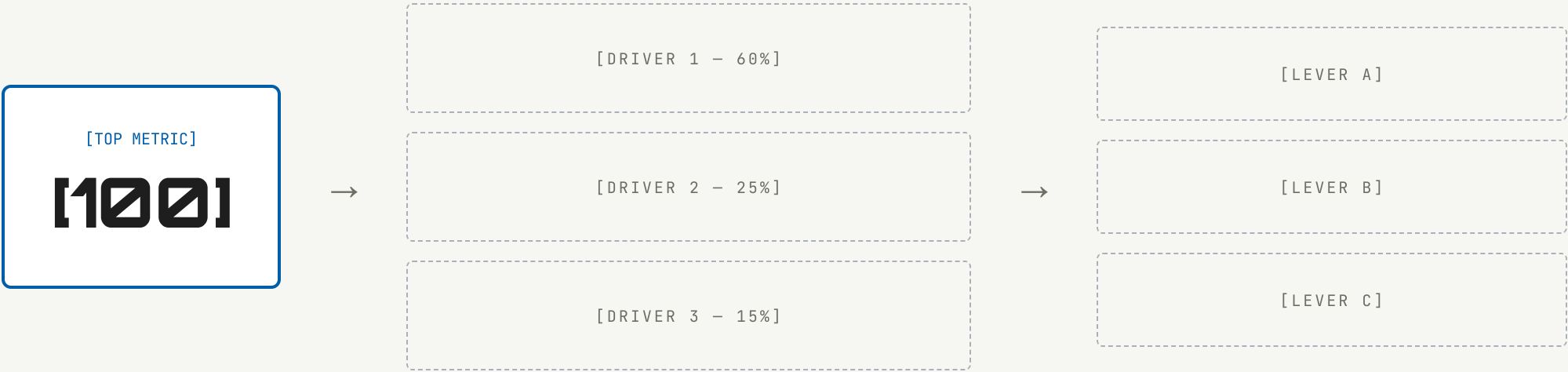
[CUSTOMER JOURNEY MAP]

[DISCOVER → EVALUATE → ADOPT → EXPAND → ADVOCATE]



[CASCADE — KPI DECOMPOSITION]

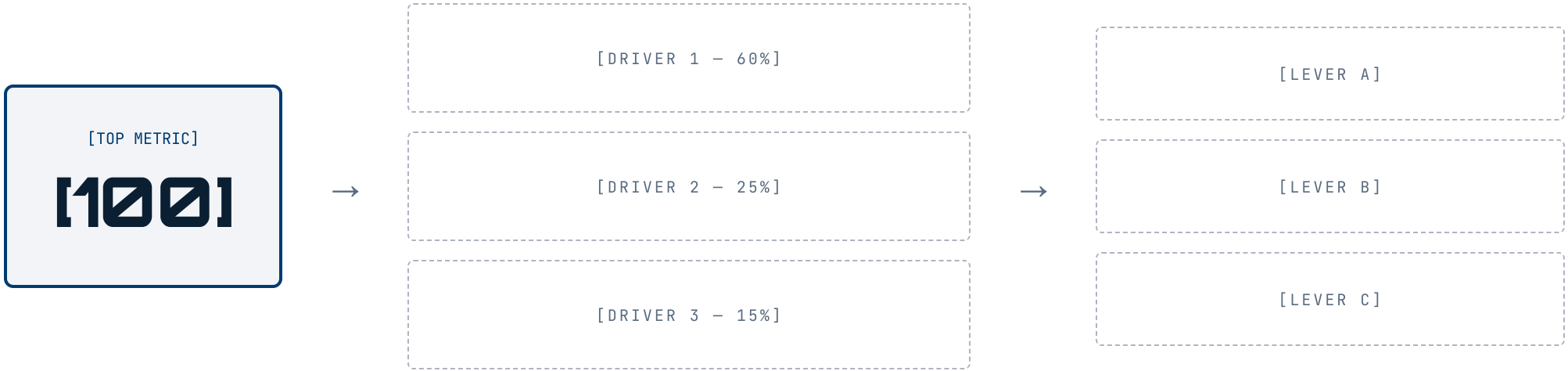
[TARGET → DRIVERS → LEVERS]



[EACH LEVER TRACES BACK TO THE TOP METRIC]

[CASCADE — KPI DECOMPOSITION]

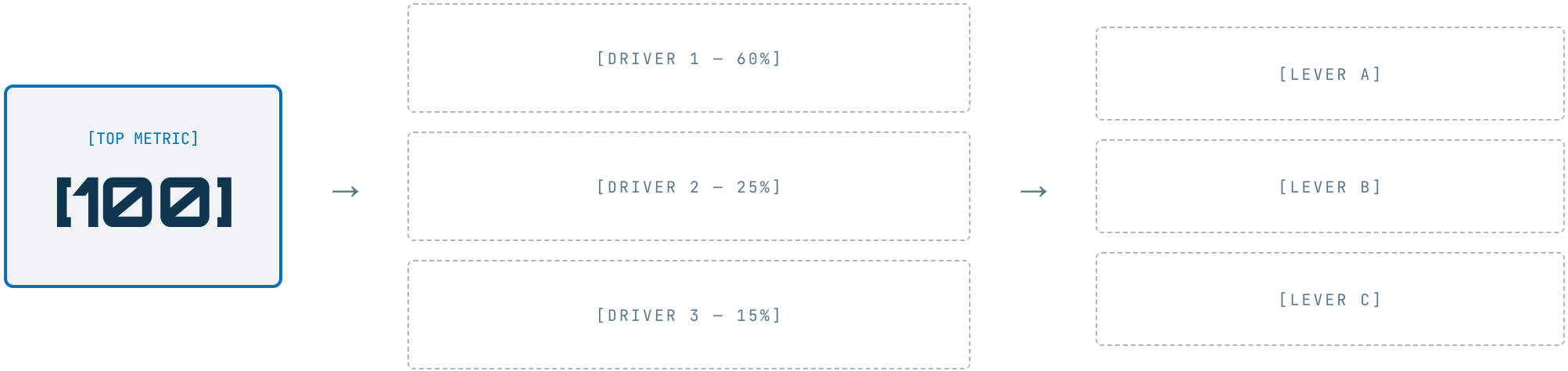
[TARGET → DRIVERS → LEVERS]



[EACH LEVER TRACES BACK TO THE TOP METRIC]

[CASCADE — KPI DECOMPOSITION]

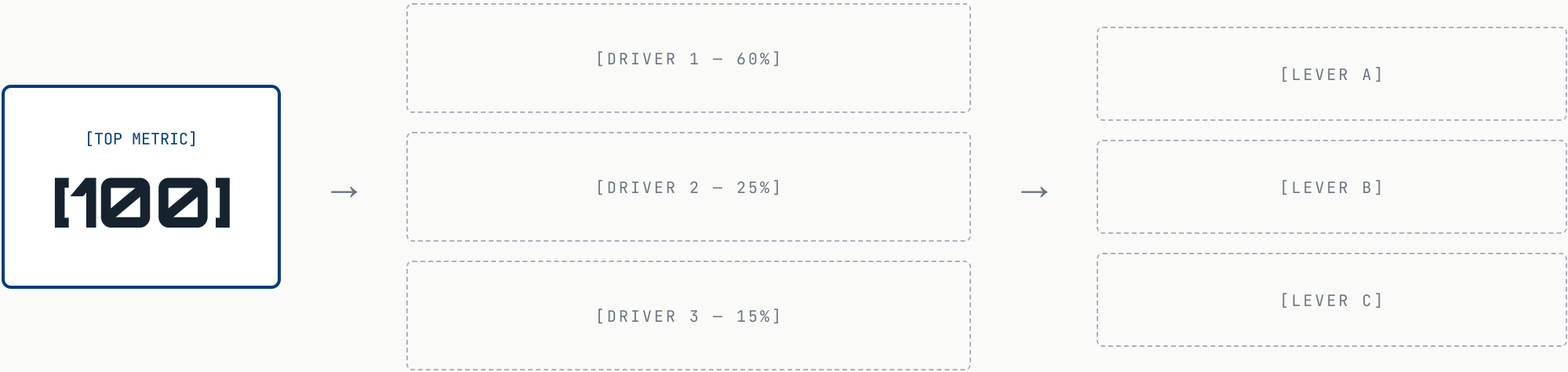
[TARGET → DRIVERS → LEVERS]



[EACH LEVER TRACES BACK TO THE TOP METRIC]

[CASCADE — KPI DECOMPOSITION]

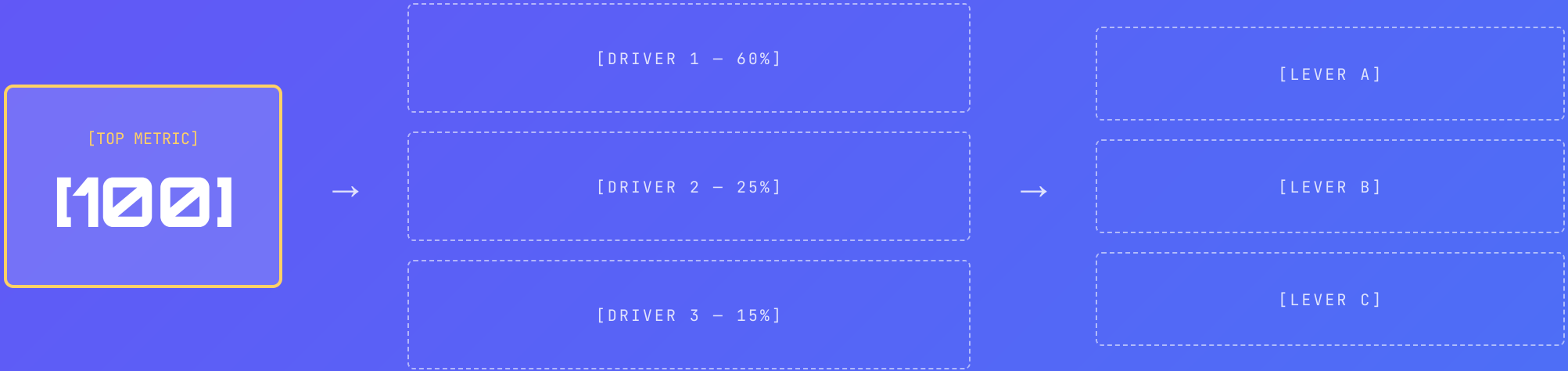
[TARGET → DRIVERS → LEVERS]



[EACH LEVER TRACES BACK TO THE TOP METRIC]

[CASCADE — KPI DECOMPOSITION]

[TARGET → DRIVERS → LEVERS]



[EACH LEVER TRACES BACK TO THE TOP METRIC]

[STRATEGIC ROADMAP]

[WAVE 1 → 3]

[18 MONTHS]



[Q1-Q6]

[Q7-Q12]

[Q13-Q18]

[STRATEGIC ROADMAP]

[WAVE 1 → 3]

[18 MONTHS]



[Q1-Q6]

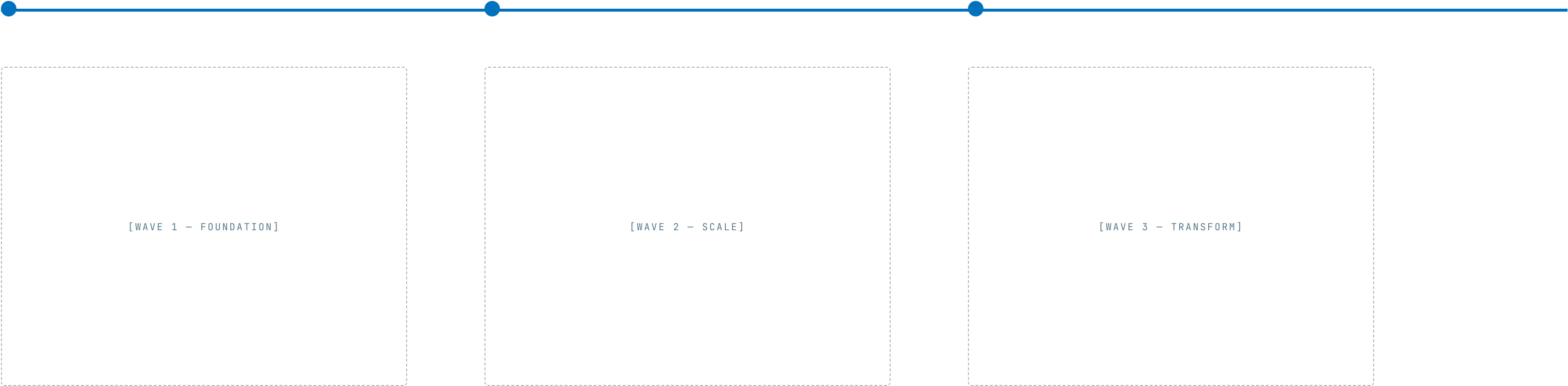
[Q7-Q12]

[Q13-Q18]

[STRATEGIC ROADMAP]

[WAVE 1 → 3]

[18 MONTHS]



[Q1-Q6]

[Q7-Q12]

[Q13-Q18]

[STRATEGIC ROADMAP]

[WAVE 1 → 3]

[18 MONTHS]



[Q1-Q6]

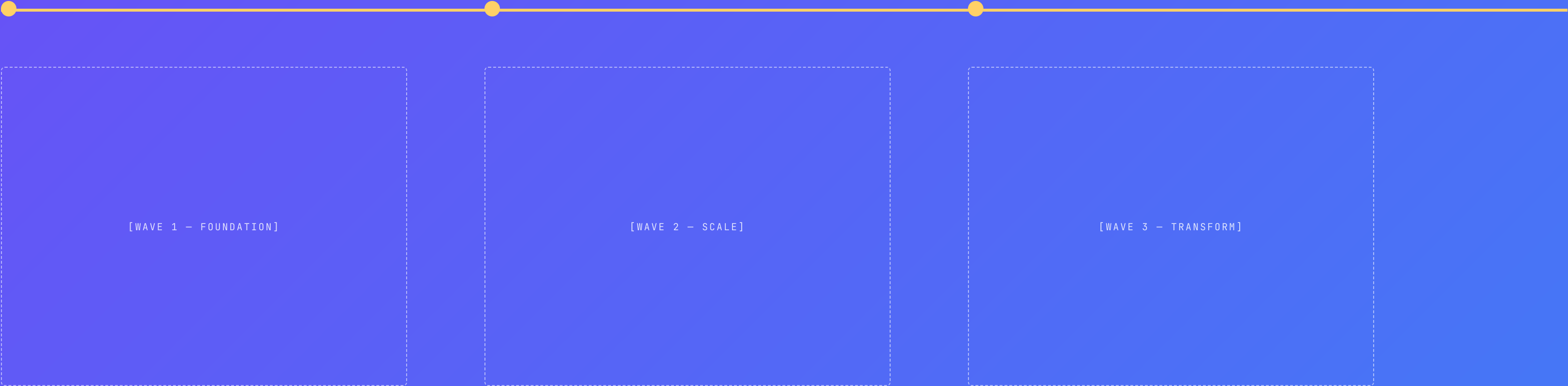
[Q7-Q12]

[Q13-Q18]

[STRATEGIC ROADMAP]

[WAVE 1 → 3]

[18 MONTHS]



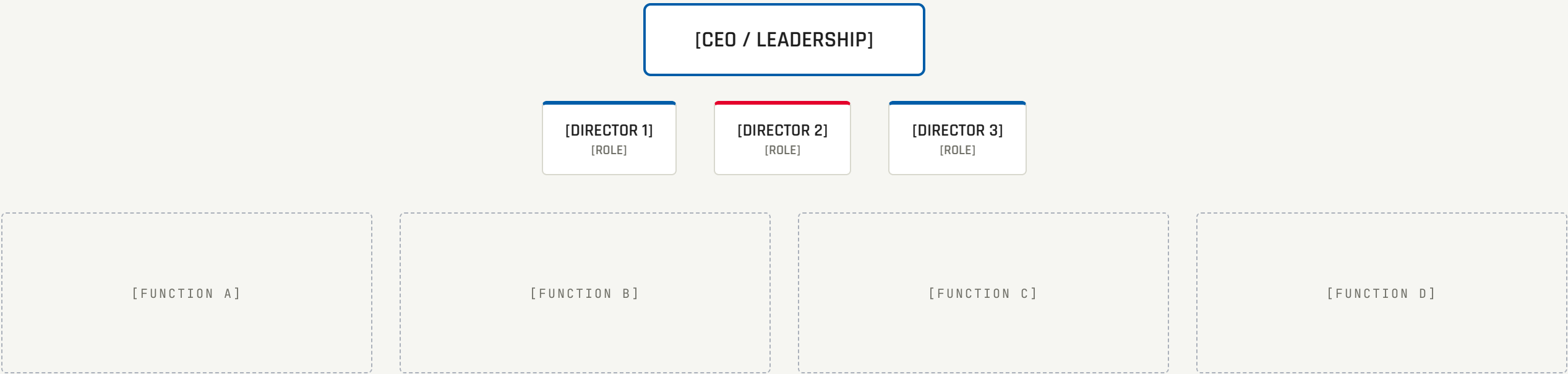
[Q1-Q6]

[Q7-Q12]

[Q13-Q18]

[ORGANIZATIONAL DESIGN]

[TARGET OPERATING MODEL]



[SPAN OF CONTROL · REPORTING LINES · DECISION RIGHTS]

[ORGANIZATIONAL DESIGN]

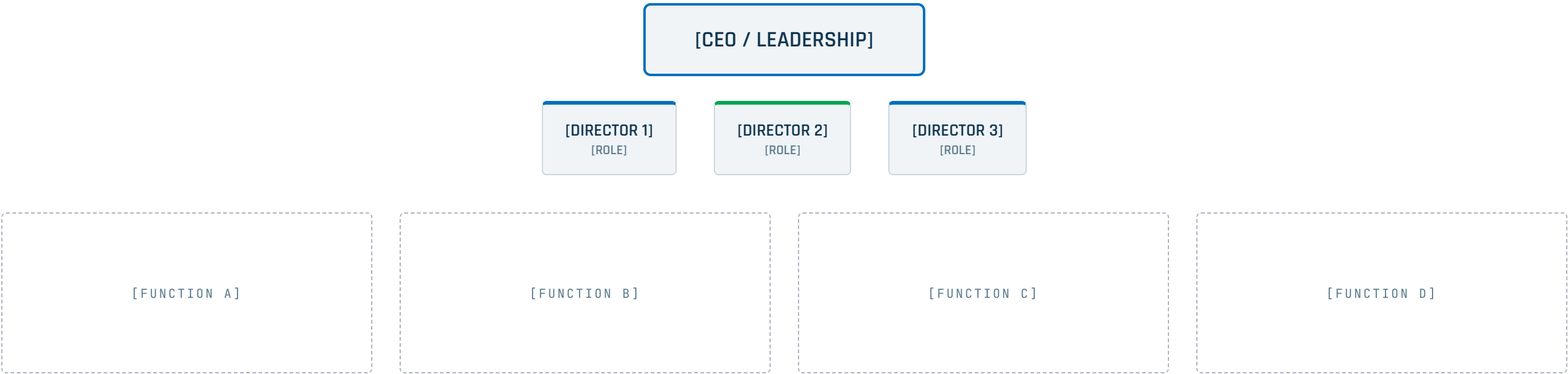
[TARGET OPERATING MODEL]



[SPAN OF CONTROL · REPORTING LINES · DECISION RIGHTS]

[ORGANIZATIONAL DESIGN]

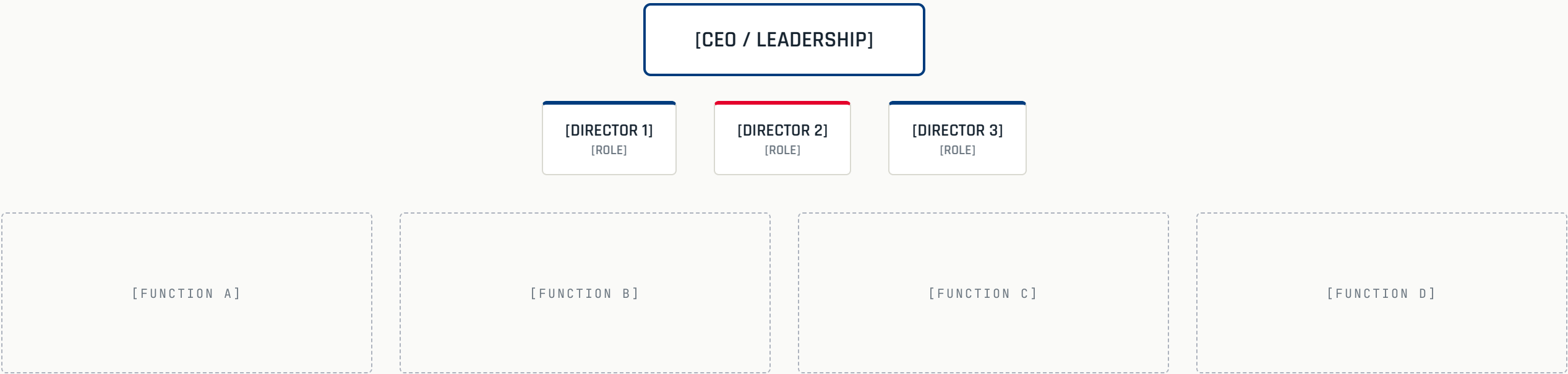
[TARGET OPERATING MODEL]



[SPAN OF CONTROL · REPORTING LINES · DECISION RIGHTS]

[ORGANIZATIONAL DESIGN]

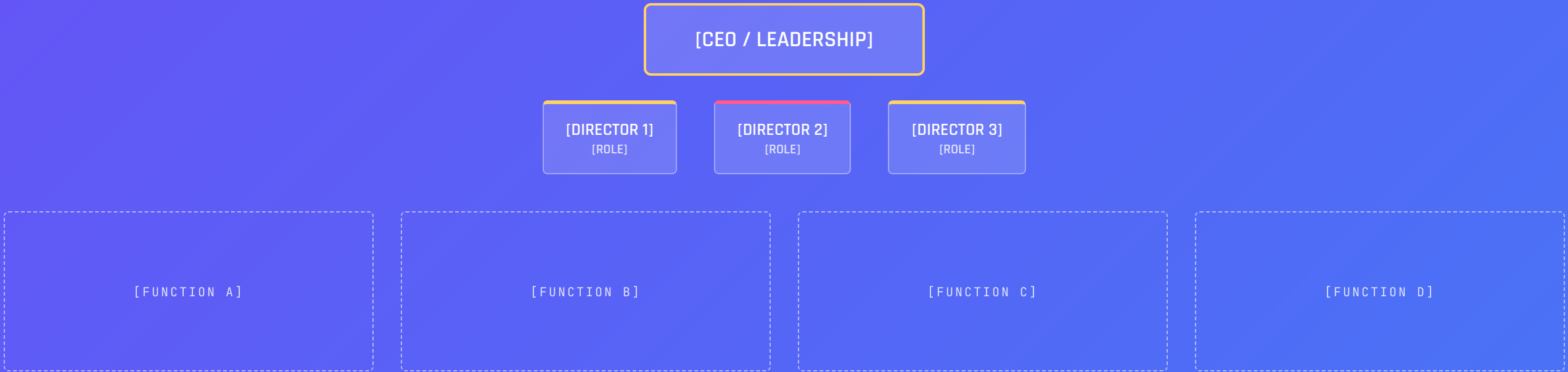
[TARGET OPERATING MODEL]



[SPAN OF CONTROL · REPORTING LINES · DECISION RIGHTS]

[ORGANIZATIONAL DESIGN]

[TARGET OPERATING MODEL]



[SPAN OF CONTROL · REPORTING LINES · DECISION RIGHTS]

[EXECUTIVE DASHBOARD]

[Q PERIOD]

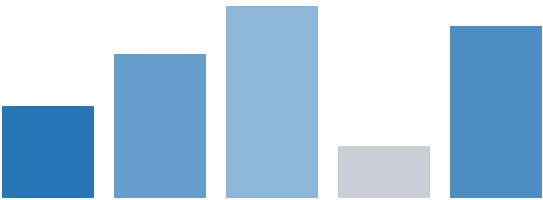
[KPI REVENUE]

[KPI MARGIN]

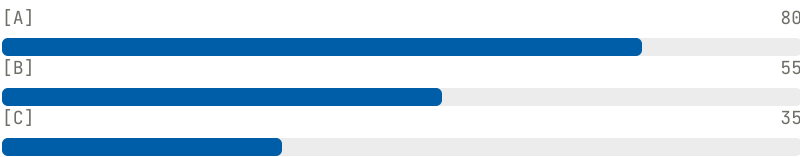
[KPI NPS]

[KPI COST]

[TREND CHART]



[PRIORITIES]



[EXECUTIVE DASHBOARD]

[Q PERIOD]

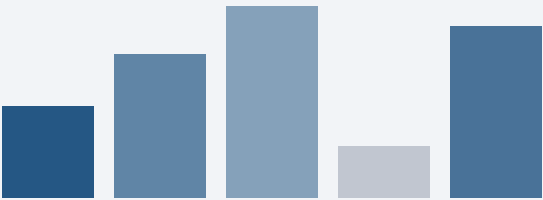
[KPI REVENUE]

[KPI MARGIN]

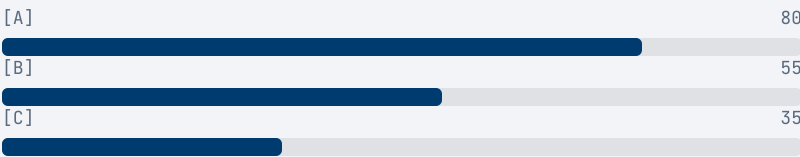
[KPI NPS]

[KPI COST]

[TREND CHART]



[PRIORITIES]



[EXECUTIVE DASHBOARD]

[Q PERIOD]

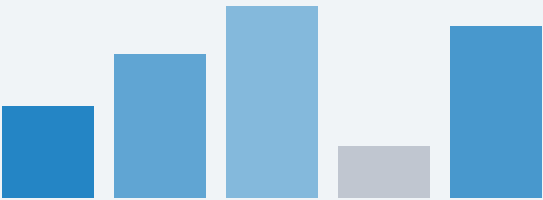
[KPI REVENUE]

[KPI MARGIN]

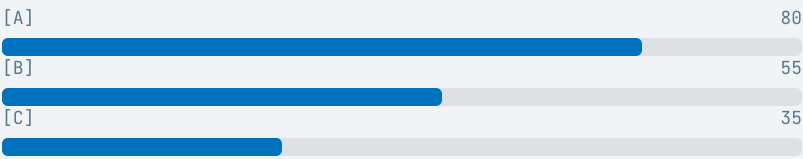
[KPI NPS]

[KPI COST]

[TREND CHART]



[PRIORITIES]



[EXECUTIVE DASHBOARD]

[Q PERIOD]

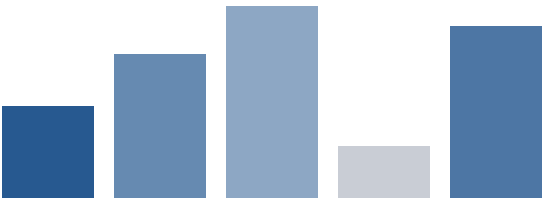
[KPI REVENUE]

[KPI MARGIN]

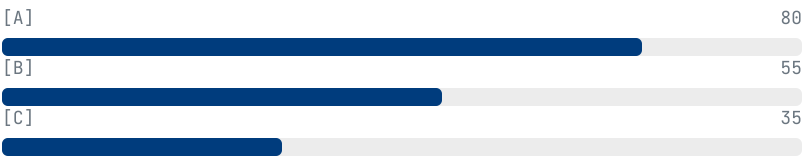
[KPI NPS]

[KPI COST]

[TREND CHART]



[PRIORITIES]



[EXECUTIVE DASHBOARD]

[Q PERIOD]

[KPI REVENUE]

[KPI MARGIN]

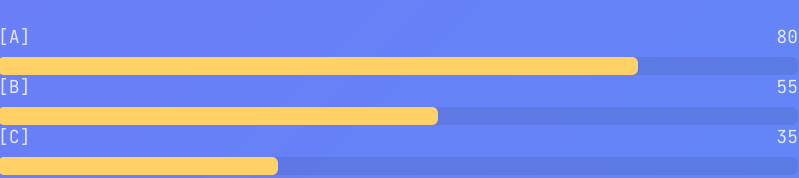
[KPI NPS]

[KPI COST]

[TREND CHART]



[PRIORITIES]



[BENCHMARKING]

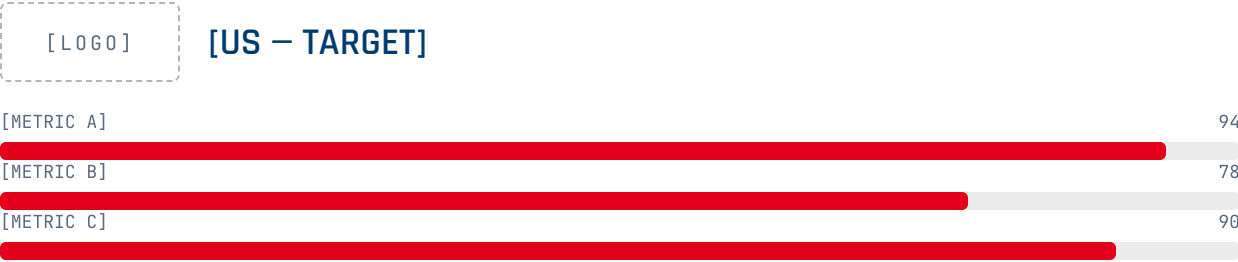
[US VS PEERS]



[GAP-TO-TARGET = THE OPPORTUNITY]

[BENCHMARKING]

[US VS PEERS]



[GAP-TO-TARGET = THE OPPORTUNITY]

[BENCHMARKING]

[US VS PEERS]



[GAP-TO-TARGET = THE OPPORTUNITY]

[BENCHMARKING]

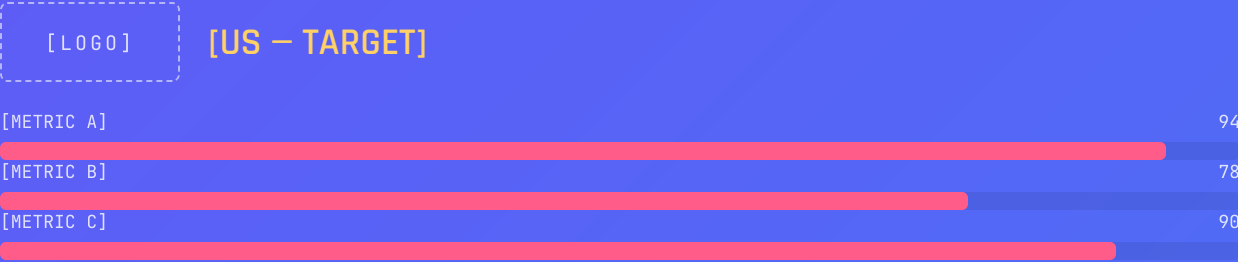
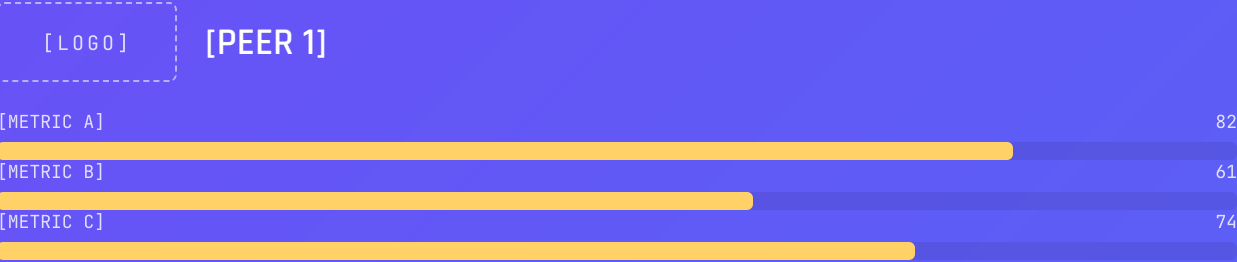
[US VS PEERS]



[GAP-TO-TARGET = THE OPPORTUNITY]

[BENCHMARKING]

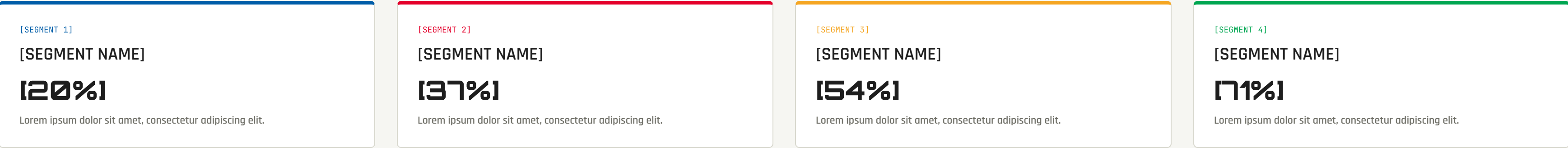
[US VS PEERS]



[GAP-TO-TARGET = THE OPPORTUNITY]

[SEGMENTATION – WHO TO WIN WITH]

[SIZE • GROWTH • FIT • WINNABILITY]



[PRIORITY: SEGMENT 2]

[AVOID: SEGMENT 4]

[SEGMENTATION – WHO TO WIN WITH]

[SIZE • GROWTH • FIT • WINNABILITY]



[PRIORITY: SEGMENT 2]

[AVOID: SEGMENT 4]

[SEGMENTATION – WHO TO WIN WITH]

[SIZE • GROWTH • FIT • WINNABILITY]

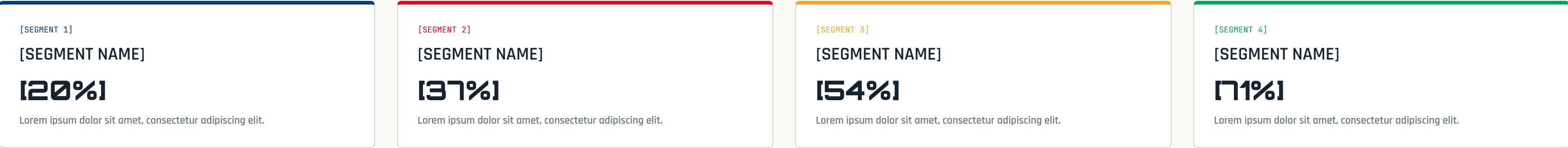


[PRIORITY: SEGMENT 2]

[AVOID: SEGMENT 4]

[SEGMENTATION – WHO TO WIN WITH]

[SIZE • GROWTH • FIT • WINNABILITY]



[PRIORITY: SEGMENT 2]

[AVOID: SEGMENT 4]

[SEGMENTATION – WHO TO WIN WITH]

[SIZE · GROWTH · FIT · WINNABILITY]



[PRIORITY: SEGMENT 2]

[AVOID: SEGMENT 4]

[90-DAY ACTION PLAN]

[START] [CTA]

[WORKSTREAM]	[OWNER]	[TIMING]	[DELIVERABLE]
[WORKSTREAM 1]	[OWNER]	[Q1]	[MILESTONE]
[WORKSTREAM 2]	[OWNER]	[Q2]	[MILESTONE]
[WORKSTREAM 3]	[OWNER]	[Q3]	[MILESTONE]
[WORKSTREAM 4]	[OWNER]	[Q4]	[MILESTONE]
[WORKSTREAM 5]	[OWNER]	[Q5]	[MILESTONE]

[90-DAY ACTION PLAN]

[START] [CTA]

[WORKSTREAM]	[OWNER]	[TIMING]	[DELIVERABLE]
[WORKSTREAM 1]	[OWNER]	[Q1]	[MILESTONE]
[WORKSTREAM 2]	[OWNER]	[Q2]	[MILESTONE]
[WORKSTREAM 3]	[OWNER]	[Q3]	[MILESTONE]
[WORKSTREAM 4]	[OWNER]	[Q4]	[MILESTONE]
[WORKSTREAM 5]	[OWNER]	[Q5]	[MILESTONE]

[90-DAY ACTION PLAN]

[START] [CTA]

[WORKSTREAM]	[OWNER]	[TIMING]	[DELIVERABLE]
[WORKSTREAM 1]	[OWNER]	[Q1]	[MILESTONE]
[WORKSTREAM 2]	[OWNER]	[Q2]	[MILESTONE]
[WORKSTREAM 3]	[OWNER]	[Q3]	[MILESTONE]
[WORKSTREAM 4]	[OWNER]	[Q4]	[MILESTONE]
[WORKSTREAM 5]	[OWNER]	[Q5]	[MILESTONE]

[90-DAY ACTION PLAN]

[START] [CTA]

[WORKSTREAM]	[OWNER]	[TIMING]	[DELIVERABLE]
[WORKSTREAM 1]	[OWNER]	[Q1]	[MILESTONE]
[WORKSTREAM 2]	[OWNER]	[Q2]	[MILESTONE]
[WORKSTREAM 3]	[OWNER]	[Q3]	[MILESTONE]
[WORKSTREAM 4]	[OWNER]	[Q4]	[MILESTONE]
[WORKSTREAM 5]	[OWNER]	[Q5]	[MILESTONE]

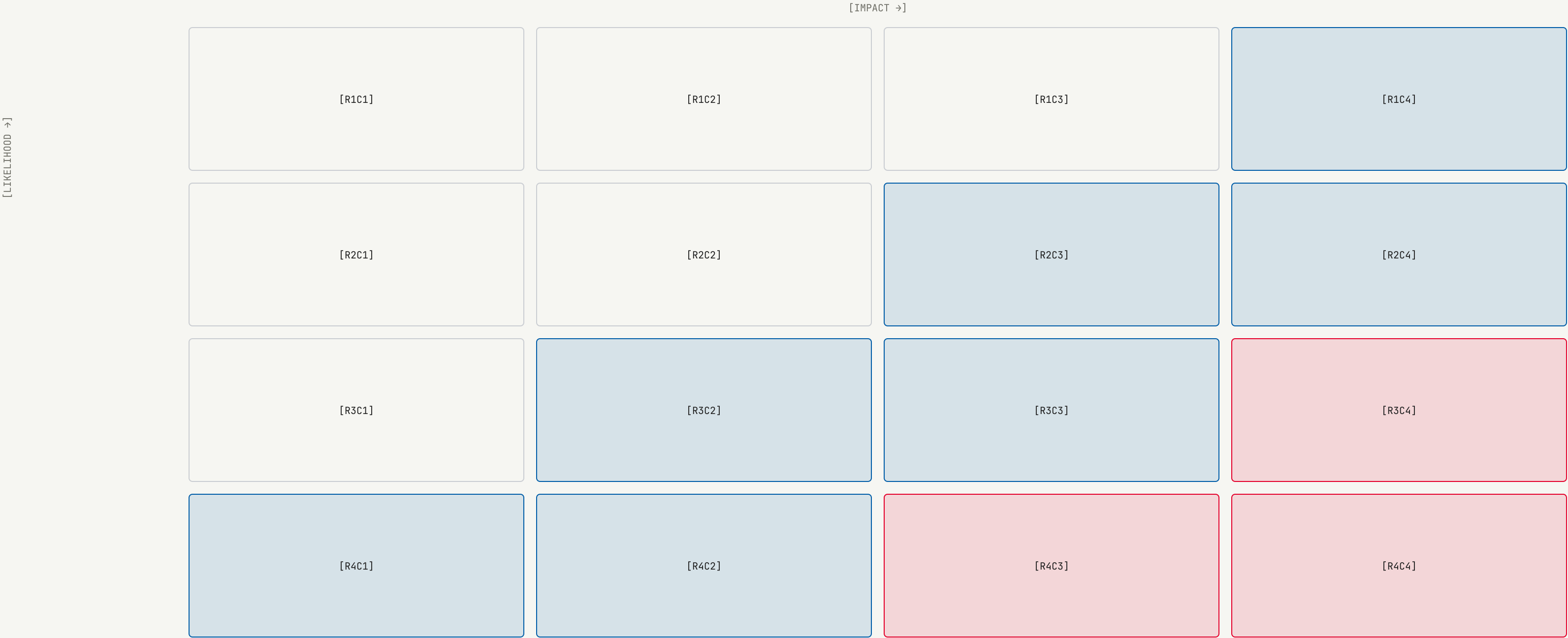
[90-DAY ACTION PLAN]

[START] [CTA]

[WORKSTREAM]	[OWNER]	[TIMING]	[DELIVERABLE]
[WORKSTREAM 1]	[OWNER]	[Q1]	[MILESTONE]
[WORKSTREAM 2]	[OWNER]	[Q2]	[MILESTONE]
[WORKSTREAM 3]	[OWNER]	[Q3]	[MILESTONE]
[WORKSTREAM 4]	[OWNER]	[Q4]	[MILESTONE]
[WORKSTREAM 5]	[OWNER]	[Q5]	[MILESTONE]

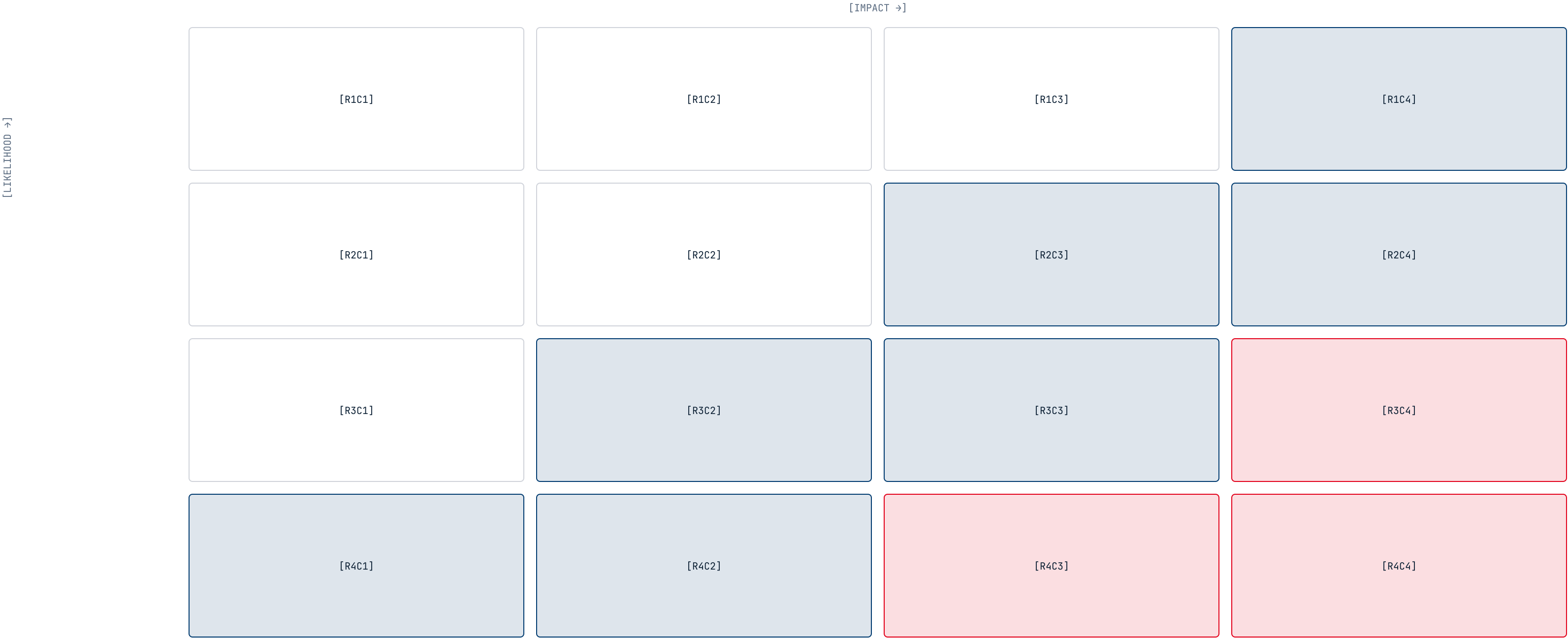
[RISK MAP – LIKELIHOOD × IMPACT]

[PRIORITIZED RISK PORTFOLIO]



[RISK MAP – LIKELIHOOD × IMPACT]

[PRIORITIZED RISK PORTFOLIO]

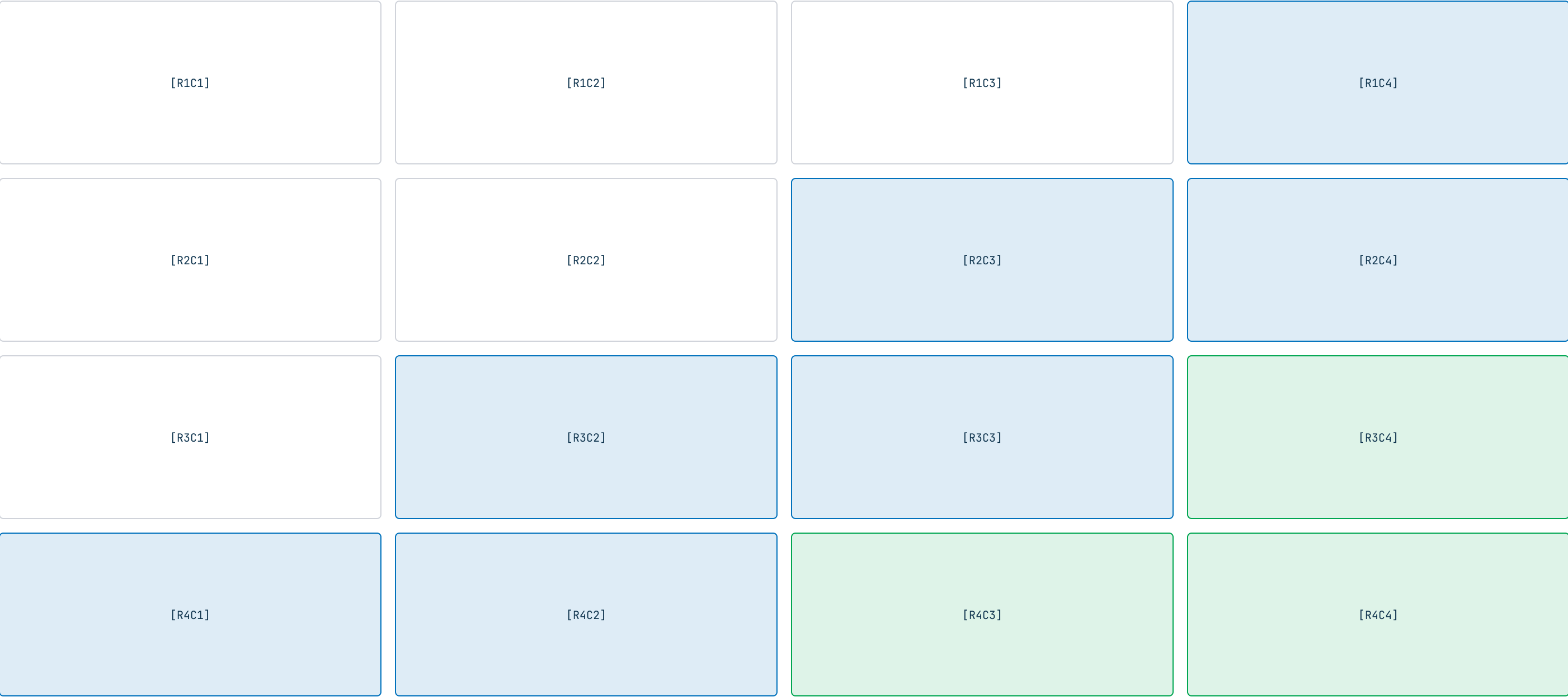


[RISK MAP – LIKELIHOOD × IMPACT]

[PRIORITIZED RISK PORTFOLIO]

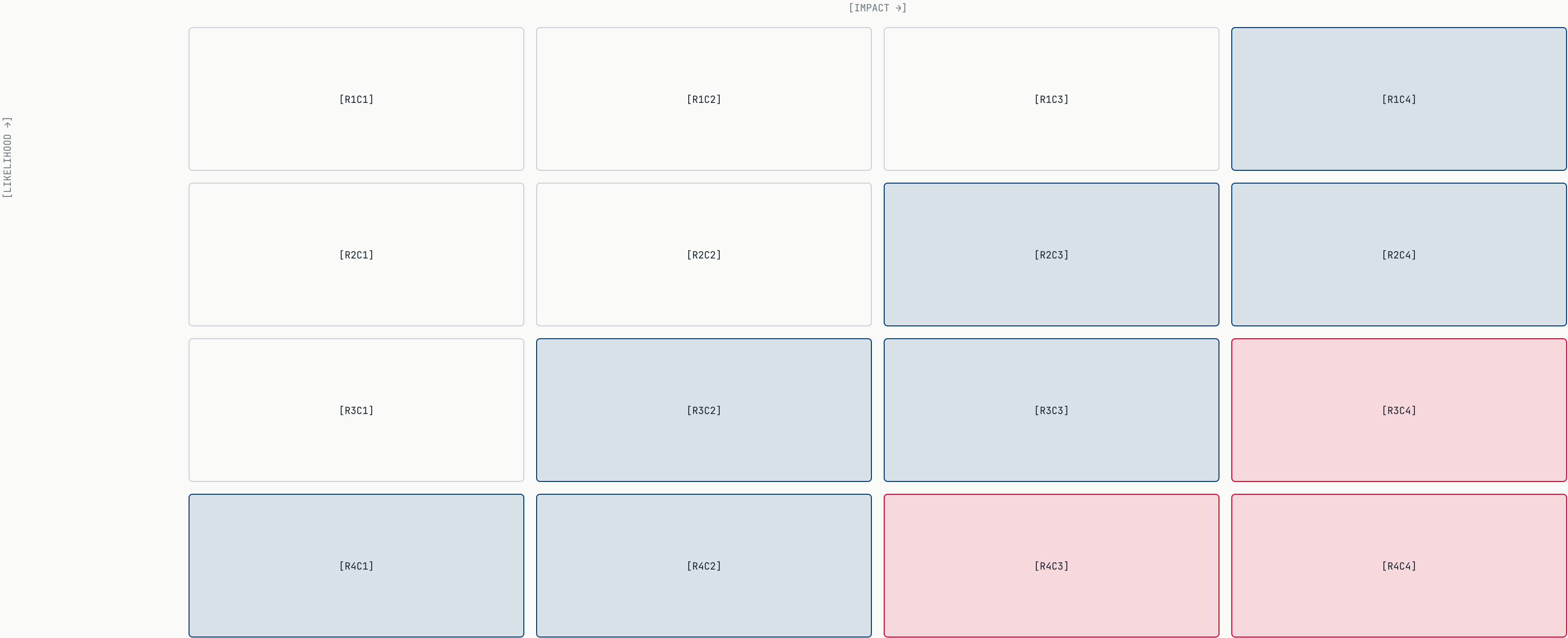
[LIKELIHOOD →]

[IMPACT →]



[RISK MAP – LIKELIHOOD × IMPACT]

[PRIORITIZED RISK PORTFOLIO]



[RISK MAP – LIKELIHOOD × IMPACT]

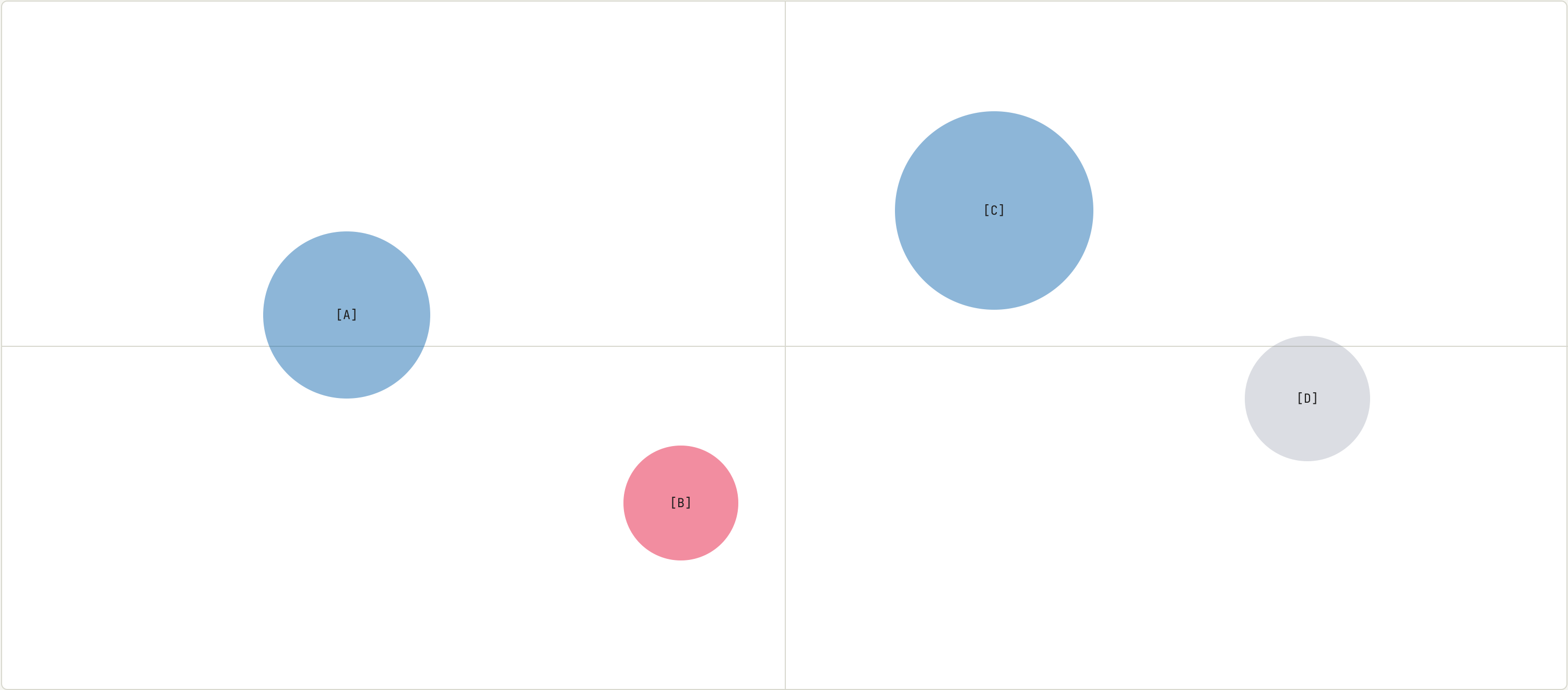
[PRIORITIZED RISK PORTFOLIO]



[PORTFOLIO VIEW – VALUE × RISK]

[WHERE TO INVEST NEXT]

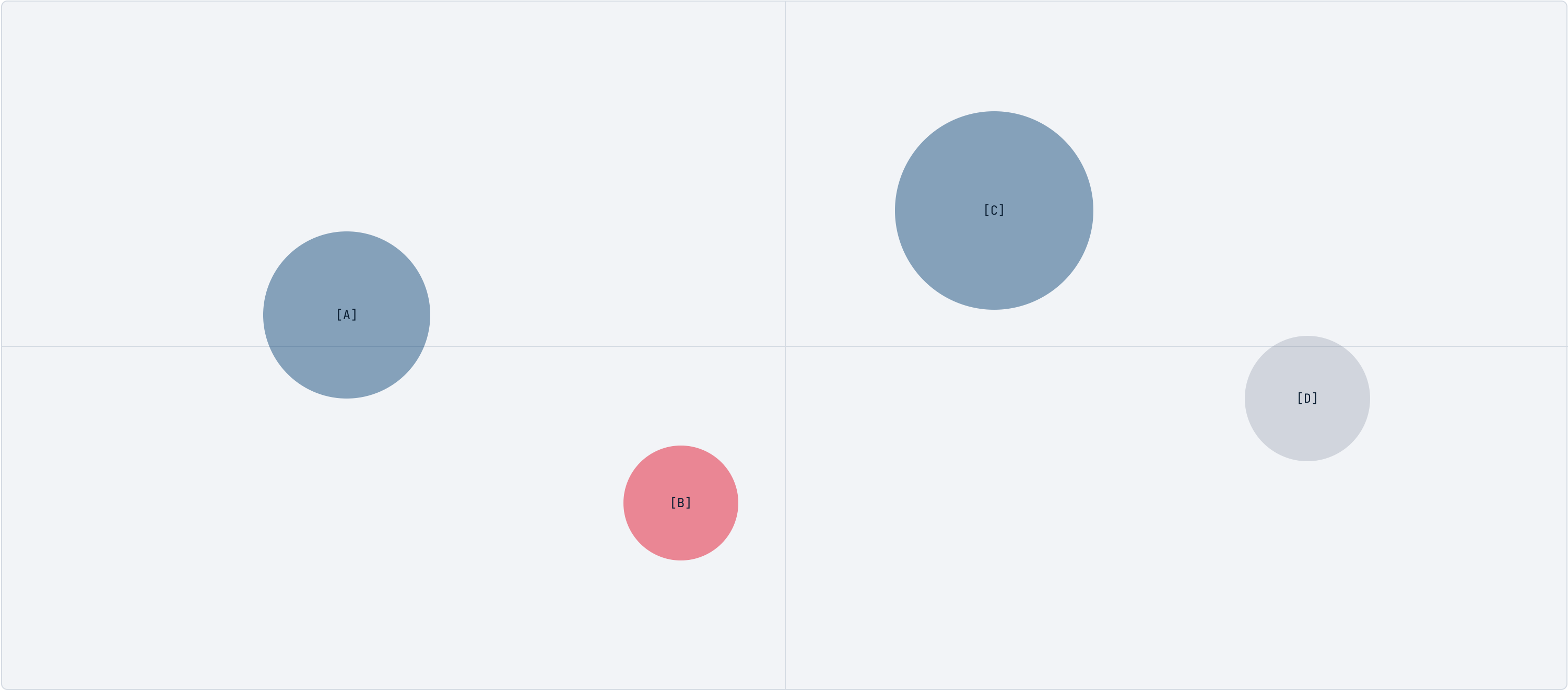
[VALUE CREATION →]



[PORTFOLIO VIEW – VALUE × RISK]

[WHERE TO INVEST NEXT]

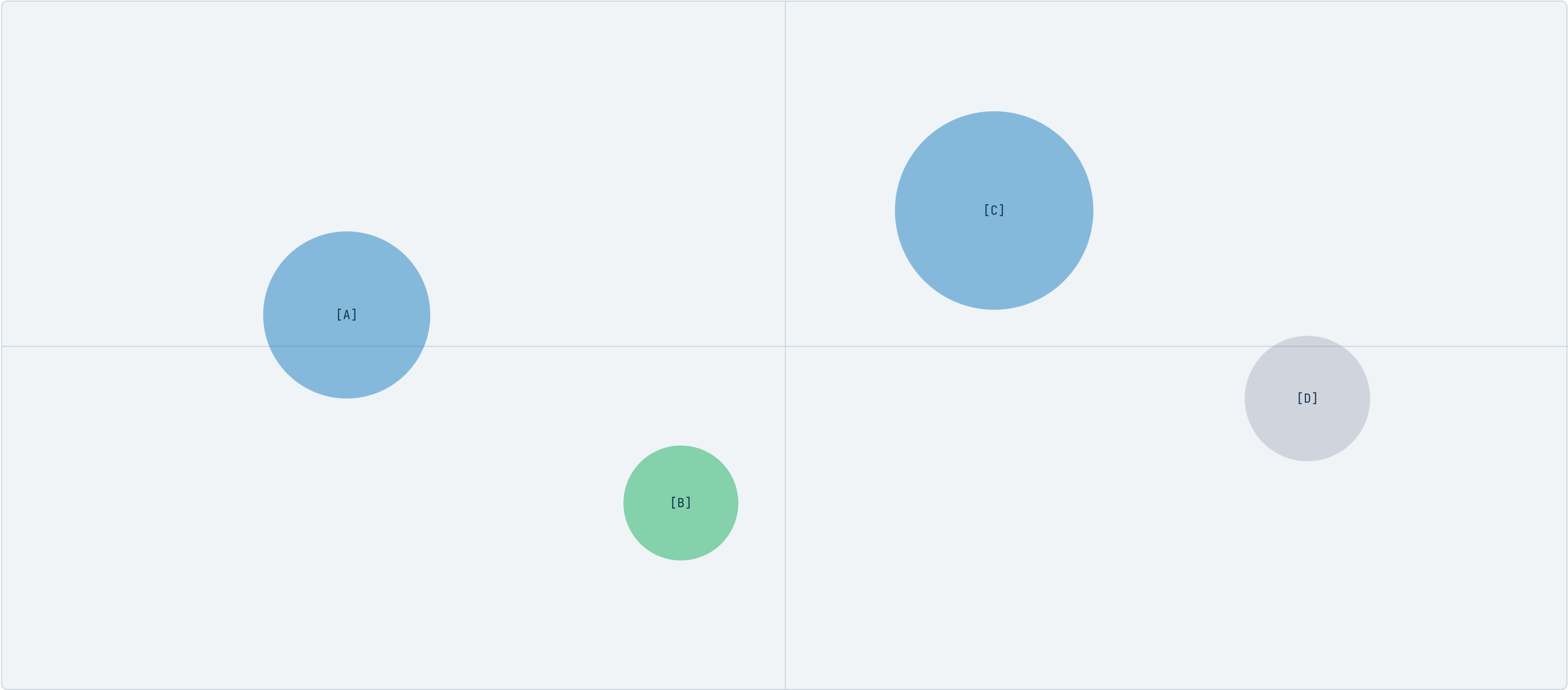
[VALUE CREATION →]



[PORTFOLIO VIEW – VALUE × RISK]

[WHERE TO INVEST NEXT]

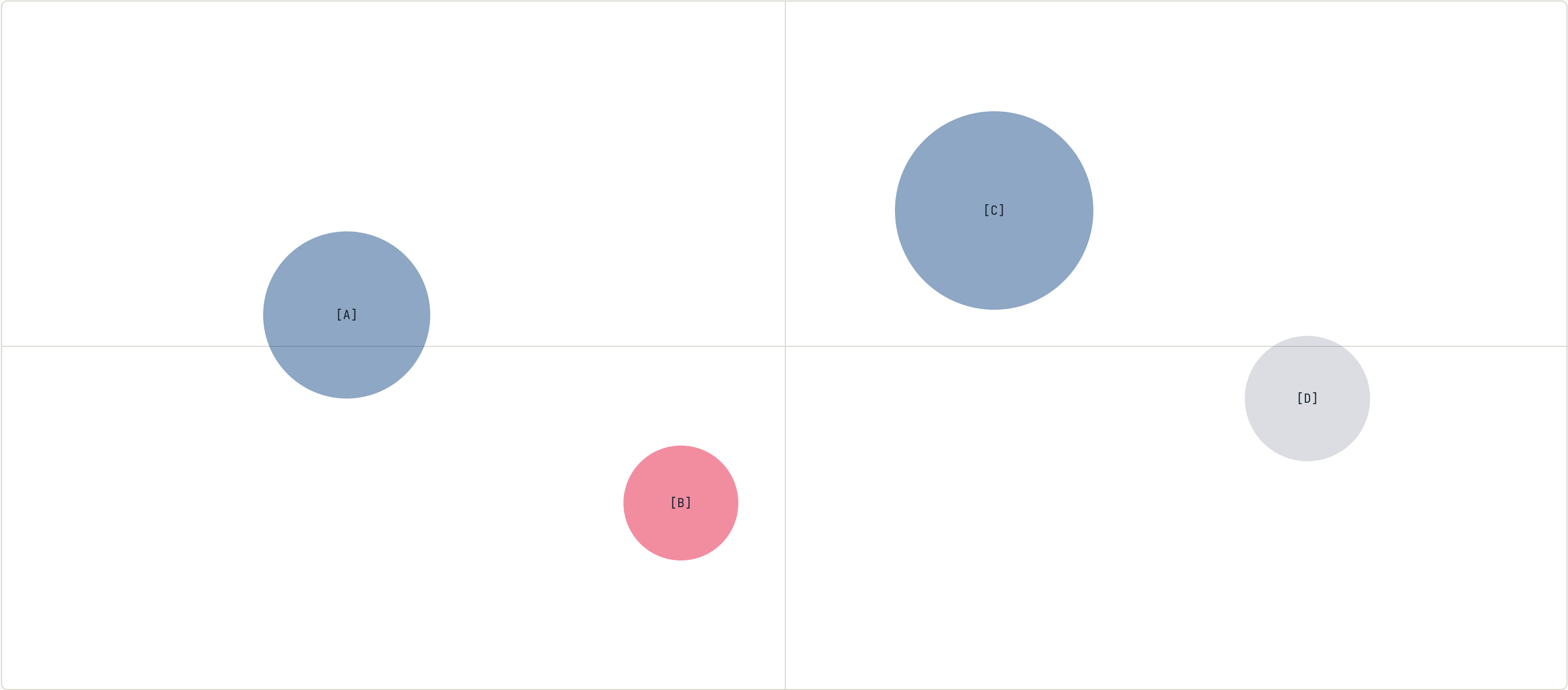
[VALUE CREATION →]



[PORTFOLIO VIEW – VALUE × RISK]

[WHERE TO INVEST NEXT]

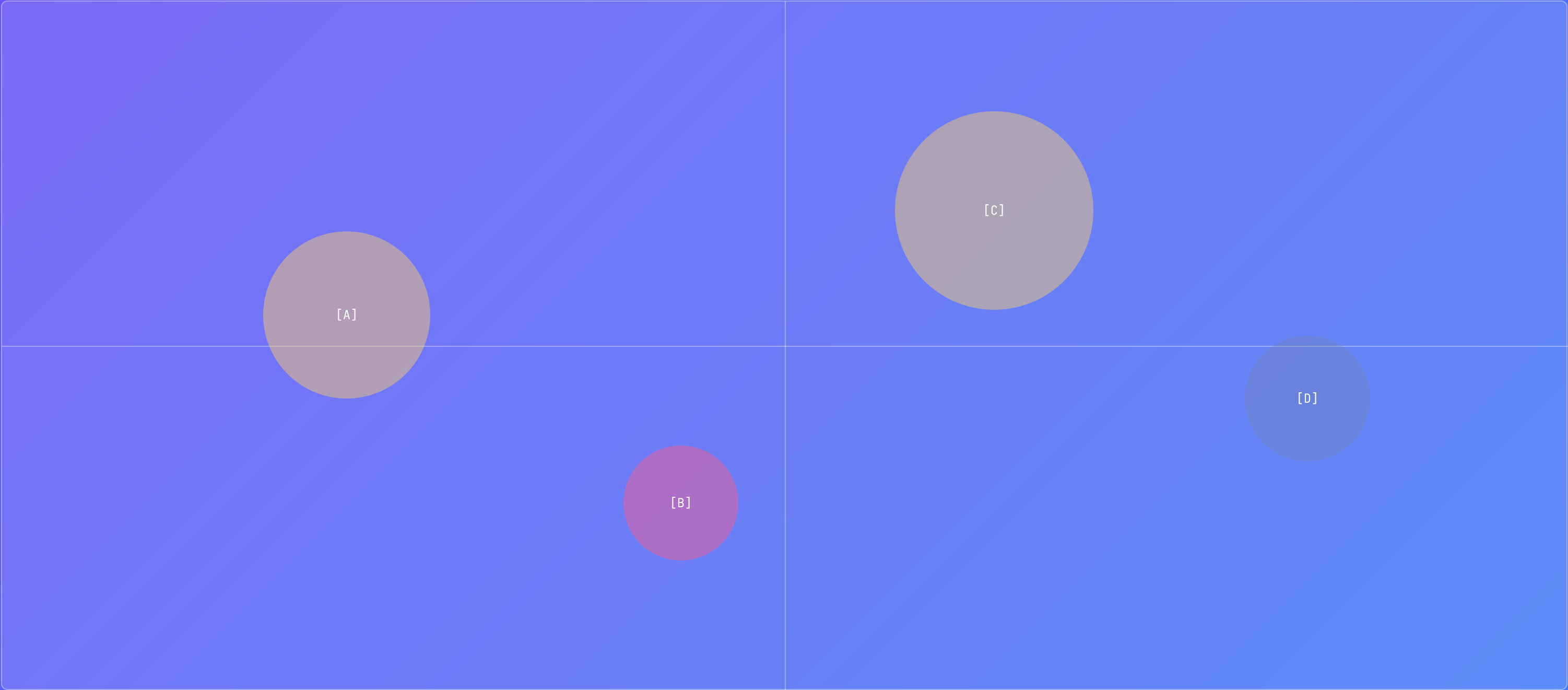
[VALUE CREATION →]



[PORTFOLIO VIEW – VALUE × RISK]

[WHERE TO INVEST NEXT]

[VALUE CREATION →]



[VALUE TREE – ROOT CAUSE OF VALUE]



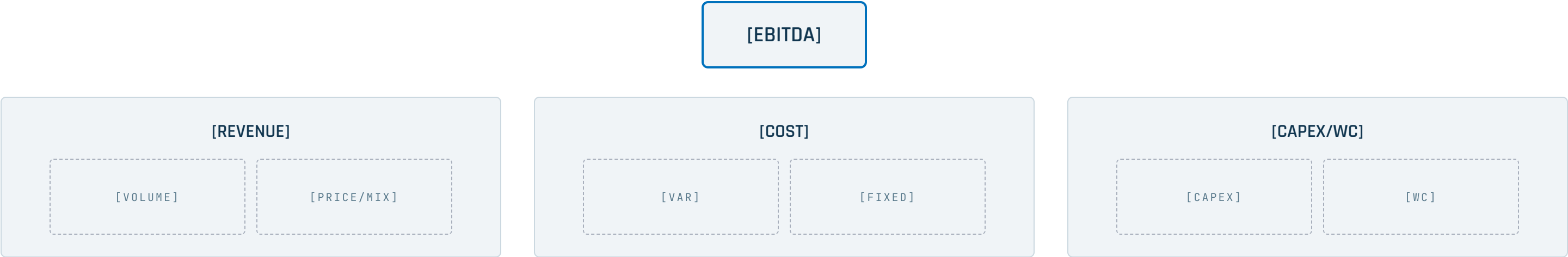
[LEAF NODES = ACTIONABLE LEVERS]

[VALUE TREE – ROOT CAUSE OF VALUE]



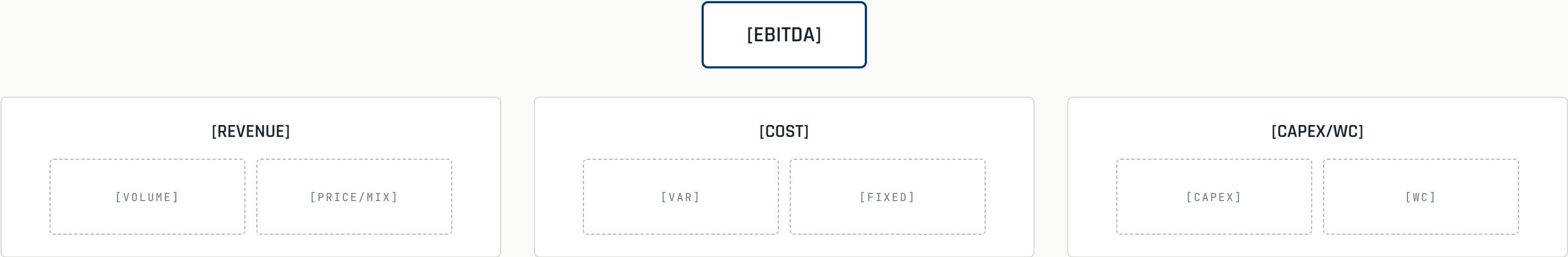
[LEAF NODES = ACTIONABLE LEVERS]

[VALUE TREE – ROOT CAUSE OF VALUE]



[LEAF NODES = ACTIONABLE LEVERS]

[VALUE TREE – ROOT CAUSE OF VALUE]



[LEAF NODES = ACTIONABLE LEVERS]

[VALUE TREE – ROOT CAUSE OF VALUE]



[LEAF NODES = ACTIONABLE LEVERS]

[DECISION MATRIX – WEIGHTED SCORING]

[OPTION]	[CRIT 1 ×30%]	[CRIT 2 ×30%]	[CRIT 3 ×40%]	[TOTAL]
[OPTION A]	[7]	[8]	[6]	[21]
[OPTION B]	[6]	[7]	[7]	[20]
[OPTION C]	[5]	[6]	[8]	[19]
[OPTION D]	[7]	[8]	[6]	[18]

[RECOMMENDATION: HIGHEST TOTAL – SUBJECT TO SENSITIVITY]

[DECISION MATRIX – WEIGHTED SCORING]

[OPTION]	[CRIT 1 ×30%]	[CRIT 2 ×30%]	[CRIT 3 ×40%]	[TOTAL]
[OPTION A]	[7]	[8]	[6]	[21]
[OPTION B]	[6]	[7]	[7]	[20]
[OPTION C]	[5]	[6]	[8]	[19]
[OPTION D]	[7]	[8]	[6]	[18]

[RECOMMENDATION: HIGHEST TOTAL – SUBJECT TO SENSITIVITY]

[DECISION MATRIX – WEIGHTED SCORING]

[OPTION]	[CRIT 1 ×30%]	[CRIT 2 ×30%]	[CRIT 3 ×40%]	[TOTAL]
[OPTION A]	[7]	[8]	[6]	[21]
[OPTION B]	[6]	[7]	[7]	[20]
[OPTION C]	[5]	[6]	[8]	[19]
[OPTION D]	[7]	[8]	[6]	[18]

[RECOMMENDATION: HIGHEST TOTAL – SUBJECT TO SENSITIVITY]

[DECISION MATRIX – WEIGHTED SCORING]

[OPTION]	[CRIT 1 ×30%]	[CRIT 2 ×30%]	[CRIT 3 ×40%]	[TOTAL]
[OPTION A]	[7]	[8]	[6]	[21]
[OPTION B]	[6]	[7]	[7]	[20]
[OPTION C]	[5]	[6]	[8]	[19]
[OPTION D]	[7]	[8]	[6]	[18]

[RECOMMENDATION: HIGHEST TOTAL – SUBJECT TO SENSITIVITY]

[DECISION MATRIX – WEIGHTED SCORING]

[OPTION]	[CRIT 1 *30%]	[CRIT 2 *30%]	[CRIT 3 *40%]	[TOTAL]
[OPTION A]	[7]	[8]	[6]	[21]
[OPTION B]	[6]	[7]	[7]	[20]
[OPTION C]	[5]	[6]	[8]	[19]
[OPTION D]	[7]	[8]	[6]	[18]

[RECOMMENDATION: HIGHEST TOTAL – SUBJECT TO SENSITIVITY]

[RECOMMENDATION]

[DECISION POINT]

[OPTION 1]

[DESCRIPTION]

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[RECOMMENDED]

[GO]

[OPTION 2 – THE CALL]

"[RECOMMENDATION STATEMENT – ONE SENTENCE THAT OWNS THE TRADE-OFF]"

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[APPROVE] [CTA]

[DECISION BY: DATE]

[OPTION 3]

[DESCRIPTION]

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[RECOMMENDATION]

[DECISION POINT]

[OPTION 1]

[DESCRIPTION]

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[RECOMMENDED]

[60]

[OPTION 2 – THE CALL]

"[RECOMMENDATION STATEMENT – ONE SENTENCE THAT OWNS THE TRADE-OFF]"

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[APPROVE] [CTA]

[DECISION BY: DATE]

[OPTION 3]

[DESCRIPTION]

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[RECOMMENDATION]

[DECISION POINT]

[OPTION 1]

[DESCRIPTION]

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[RECOMMENDED]

[GO]

[OPTION 2 – THE CALL]

"[RECOMMENDATION STATEMENT – ONE SENTENCE THAT OWNS THE TRADE-OFF]"

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[APPROVE] [CTA]

[DECISION BY: DATE]

[OPTION 3]

[DESCRIPTION]

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[RECOMMENDATION]

[DECISION POINT]

[OPTION 1]

[DESCRIPTION]

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[RECOMMENDED]

[60]

[OPTION 2 – THE CALL]

"[RECOMMENDATION STATEMENT – ONE SENTENCE THAT OWNS THE TRADE-OFF]"

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[APPROVE] [CTA]

[DECISION BY: DATE]

[OPTION 3]

[DESCRIPTION]

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[RECOMMENDATION]

[DECISION POINT]

[OPTION 1]

[DESCRIPTION]

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[RECOMMENDED]

[60]

[OPTION 2 – THE CALL]

"[RECOMMENDATION STATEMENT – ONE SENTENCE THAT OWNS THE TRADE-OFF]"

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[APPROVE] [CTA]

[DECISION BY: DATE]

[OPTION 3]

[DESCRIPTION]

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.