

NOISE

what buries the signal — put the ugly ones up first

COMPLEXITY

What got added, one reasonable decision at a time.

INCENTIVES

What the business is actually paying for.

THE UNSAID

The conversation nobody is having. Who it's about.

WHAT IT COSTS

The lines that lose money. Who you're walking away from.

RECEIVER

who's actually listening

THE PERSON

One real, named human. Not the persona on your wall.

THE JOB

"I'm not buying your product. I'm buying the end of _____."

NOT FOR

Who you turn away, and what load they were carrying.

SIGNAL

what you actually are

THE ENGINE

Remove it and the thing they value breaks.

WHAT IT'S WORTH

The margin number beside it. A signal you lose money on is a hobby.

THE TRADE-OFF

What a competitor would have to give up to copy you.

TRANSMISSION

how it travels

THE LEVER YOU DROP

The thing everyone in your market competes on.

THE OPEN GROUND

What's true, maybe ordinary, that nobody has claimed.

THE SENTENCE

Two lines. The claim, then the contrast.

PRACTICE

what we do next — put a name on every sticky in this band

DO FIRST — NEXT 10 DAYS

The moves that can't wait, and who owns each one.

DO NEXT — 90 DAYS

In order. Right things in the wrong order is still wrong.

STOP TODAY

What comes off the plate, and the drift you'll slide back into.