SIGNAL STRATEGY GROUP

THE SIGNAL SHEET

WORKING SESSION

COMPANY

DATE

NOISE *what buries the signal*

COMPLEXITY
What got added, one reasonable decision at a time, that no longer makes sense?

INCENTIVES
What is the business actually paying for — and is it what you want?

THE UNSAID
What conversation is not being had? Who is it about?

WHAT IT COSTS
The lines that lose money. The audience you're walking away from.

RECEIVER
who's actually listening

THE PERSON
One real, named human. What are they afraid of at 3 a.m.?

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 before you cut.

SIGNAL
what you actually are

THE ENGINE
Not what you sell — what you are. Remove it and the thing they value breaks.

WHAT IT'S WORTH
The margin number beside it. A signal you love but lose money on is a hobby.

THE TRADE-OFF
What a competitor would have to give up to copy you. That refusal is the moat.

TRANSMISSION
how it travels

THE LEVER YOU DROP
The one thing everyone in your market competes on. The race with no finish line.

THE OPEN GROUND
What's true, maybe ordinary, that nobody has claimed. And the position you refuse.

THE SENTENCE
Two lines. The claim, then the contrast. What your best salesperson says on a Wednesday.

PRACTICE *what we do next*

DO FIRST — NEXT 10 DAYS
The moves that can't wait. What ships this month, and who owns each one.

DO NEXT — 90 DAYS
In order. The right things in the wrong order is still the wrong order.

STOP TODAY
What comes off the plate today. The drift you're most likely to slide back into.