

Commit with a clearer view.

Assess the opportunity, test the fit, and define what success will require before committing resources.

WHEN TO ENGAGE

A new market, partnership, or major opportunity needs a decision. The potential is clear; the assumptions, responsibilities, or delivery requirements are not.

01 Clarify the decision

Define the opportunity, the constraints, and the criteria that should guide a go, no-go, or revised approach.

02 Test the fit

Compare customer priorities with your capabilities, capacity, and readiness to deliver.

03 Align the people

Identify decision-makers and delivery owners. Surface competing priorities before they become commitments.

04 Set the path

Translate the chosen direction into practical next steps, responsibilities, and measures of progress.

WHAT THE WORK CAN PRODUCE

An opportunity assessment, explicit assumptions, a stakeholder map, and a prioritized action plan with named owners.

A useful starting question

What must be true for this opportunity to be worth pursuing?

Scotty Holte | Managing Partner

Discuss your priorities: scotty@scottholte.com | scottholte.com