

From signal to decision

Turn scattered signals into a clear point of view and next move. One signal is a clue. Patterns form when multiple signals point in the same direction.

Clues What changed? List 1–3 signals, developments, or shifts you're seeing.

Pattern What direction may be forming? Name it in plain business language.

Validate What else would confirm or challenge this? What should you check next?

Who Cares Which stakeholders are most likely impacted? Who feels this first?

Decision What decision may be coming? If this pattern is real, what might the customer need to decide?

Next Move What should we do now? What is the team's next step before this becomes obvious?

Final Check If this pattern is real... what decision are we preparing for?