

PRE-COMMITTED KILL CRITERIA

If any one fires, the initiative gets reshaped or stopped. Never re-litigated under duress.

01 Adoption Reality

Users aren't using it — or the workflow doesn't cover what was promised.

TRIGGER Adoption $\times$ Coverage below 50% for two months.

ACTION Reshape workflow, incentives, or champions. Kill at day 90.

02 The Math

Realized ROI fails to clear the company's MARR (minimum acceptable rate of return).

TRIGGER Net Value $\div$ True Cost below MARR at the next Trust Gate.

ACTION Rescope smaller, or kill. Don't let a losing position compound.

03 Scalability

The pilot worked. Production won't scale.

TRIGGER Marginal cost grows non-linearly; run cost outstrips value.

ACTION Re-architect, contain to pilot, or kill before rollout.

04 Risk Posture

Emerging risk breaks the value math — regulatory, security, brand, drift.

TRIGGER New regulation, breach exposure, or brand risk exceeds realized value.

ACTION Pause for governance review. Add guardrails or kill.

05 Strategic Misalignment

It still works — but strategy moved. It consumes capital that belongs elsewhere.

TRIGGER The supported segment, market, or motion is deprioritized.

ACTION Catalog reusable assets for the next initiative. Sunset cleanly.
