

THE WHOLE BOOK, MAPPED

Every framework, connected. The tag on each piece is the chapter where it lives.

THE THREE LEVERS

CH 5

■ Profit ▲ Risk Reduction ● Decision Velocity

ROI = (Potential × Adoption – True Cost) ÷ True Cost

Sized honestly, screened before money moves · CH 6

01 · FIND

CH 10

Decision Inventory

The ten decisions that move EBIT most, classified by lever. No lever, no funding. Fed by the P&L Walk and Operator Workshops.

02 · EVALUATE

CH 6

The Formula + Underwriting Checks

Run the math on every candidate. Five Underwriting Checks screen out the doomed: pet projects, AI for AI’s sake, no baseline, day-one behavior change, high risk without governance.

03 · FUND

CH 7

Initiative Brief → Trust Gate 1

GATE 1

The Four Questions are Gate 1’s entrance exam. Signed brief, lever named, KPI baseline measured, full True Cost. Capital releases in tranches, never a lump sum.

04 · EXECUTE

CH 7

Pilot → Production – Gates 2 & 3

GATES 2-3

Six Risk Reviews clear at each gate: data governance, model risk, security, compliance, third-party, responsible AI. Built on the data foundation (CH 11), sourced via Build/Buy × DIY/Partner (CH 12).

05 · MEASURE

CH 7-13

Command Center → Trust Gate 4

GATE 4

Realized ROI against projection, by lever. Five Exit Criteria stand armed as Gate 4’s tripwires: fix it or kill it and free the capital. The 90-day plan (CH 13) runs one initiative through all five movements.