

## STRATEGIC MINDSET

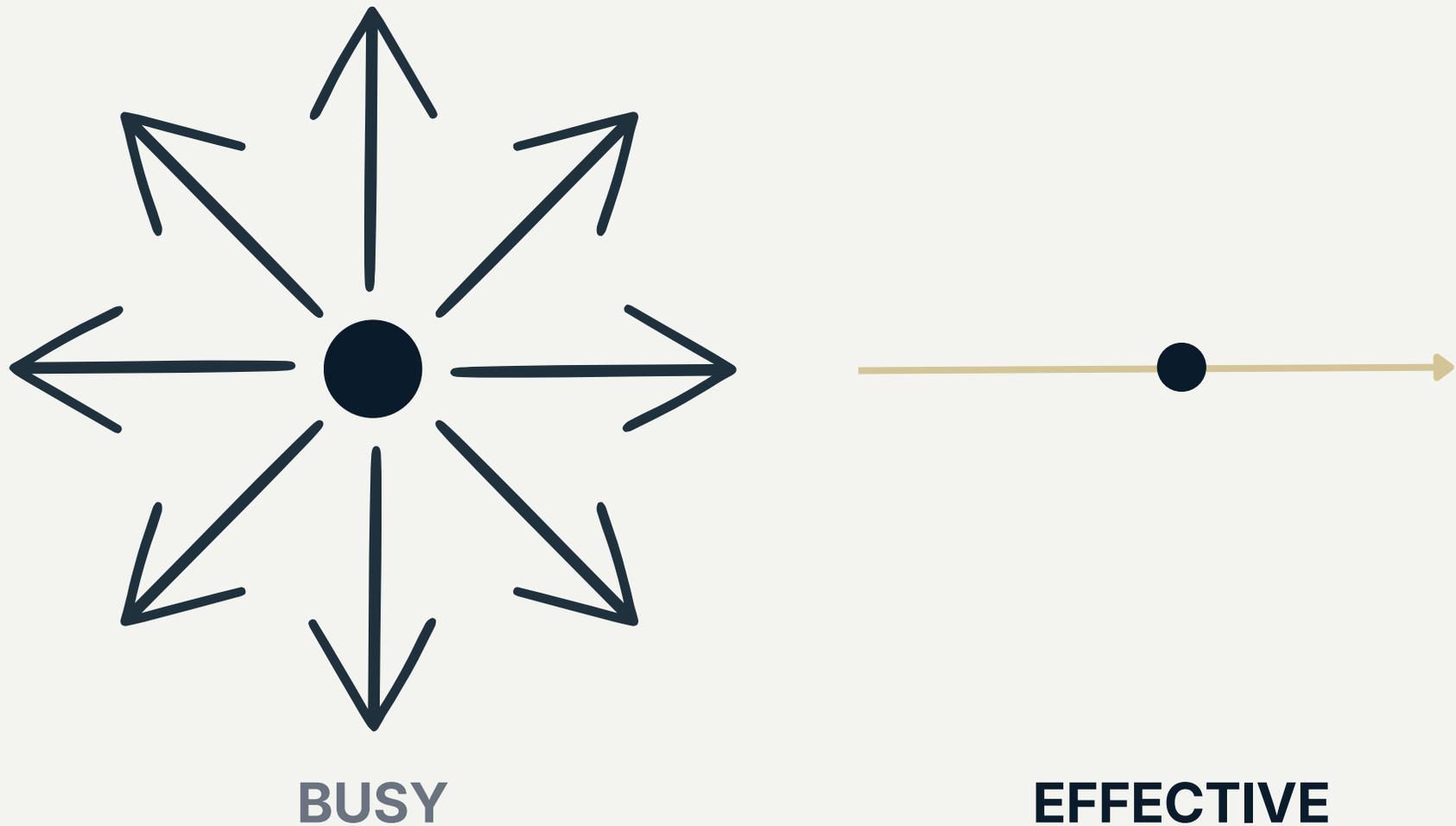
IDEAS + IDEAS + IDEAS  
= CHAOS

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**IDEAS - NOISE**  
**= SCALE**

*Strategy is the art of sacrifice.*

# OPPORTUNITY INDIGESTION



Most companies die from indigestion, not starvation.

Too many 'good' ideas kill the execution of the 'great' idea.

# THE 3-GATE FILTER

**1. Does it drive the North Star Metric?"**

(If No → Kill it)

**2. Can we ship it in 90 days?**

(If No → Scope it down)

**3. Do we have the talent today?**

(If No → Hire first)

# THE AUDIT

1. Look at your Top 10 Priorities.

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2. Cut the bottom 20% immediately.

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3. Then cut the bottom 20% again.

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4. What is left is your **Strategy**.

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**Stop adding.**  
**Start *scaling*.**

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