

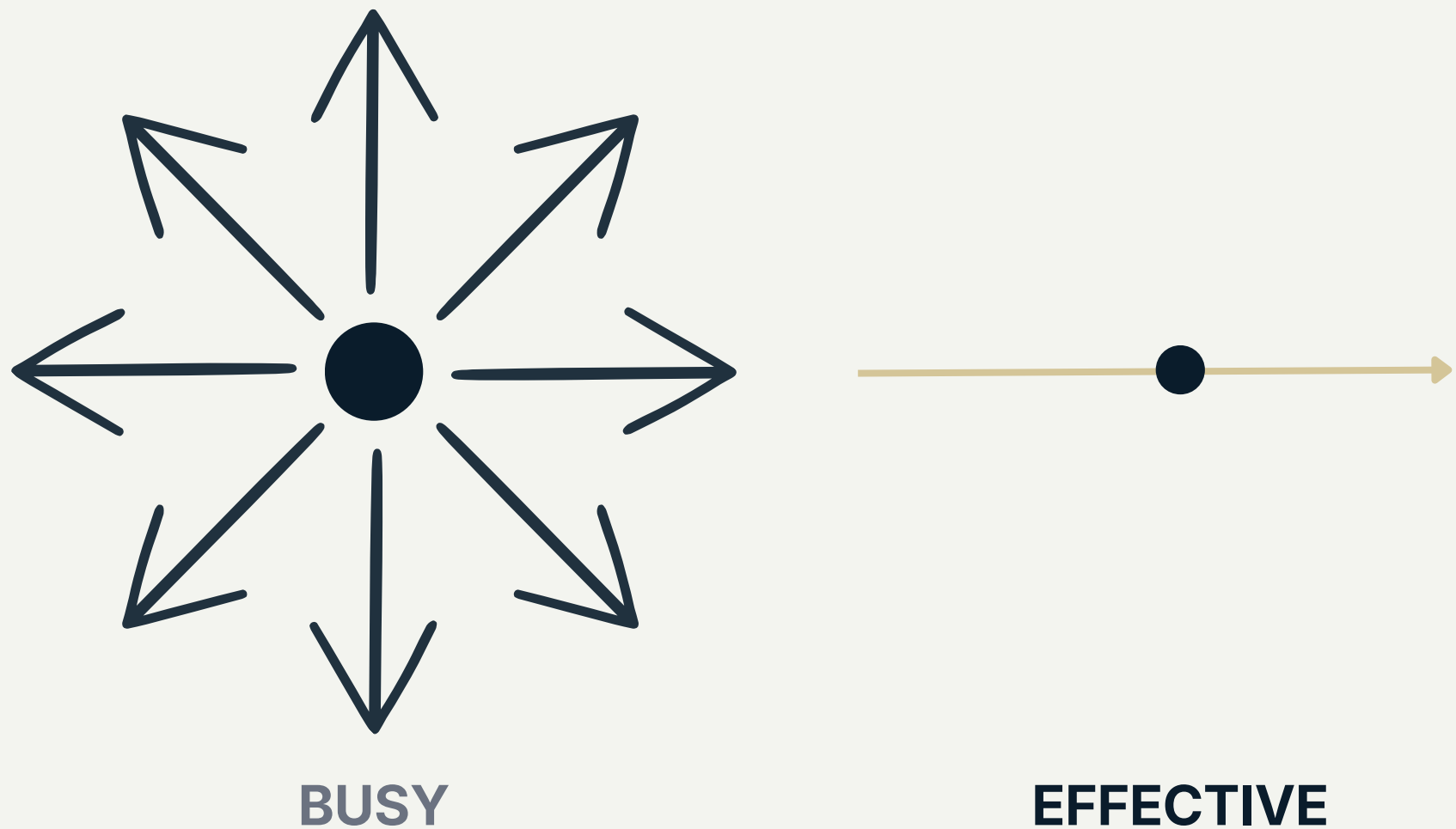
STRATEGIC MINDSET

IDEAS + IDEAS + IDEAS
= CHAOS

**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.

2. Cut the bottom 20% immediately.

3. Then cut the bottom 20% again.

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



Stop adding.
Start scaling.

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