

## STRATEGIC PILLAR VI

# THE FORTRESS STRATEGY

Why “Lean” is just another word for “Fragile”.

## EFFICIENT

- Zero Redundancy
- Just-in-Time
- Fragile to shocks

## RESILIENT

- **Buffer built-in**
- **Just-in-Case**
- **Antifragil**

# 01. THE 15% RULE

> 15%

If a single client pays you more than 15% of your total revenue, you are not a business owner.

**You are a contractor.**

## 02. THE BUS FACTOR

*If your top sales rep turned off their phone for 30 days, would your revenue stop?*

- Is knowledge documented?
- Is the relationship owned by the brand?

# 03. RENTED LAND



**Platform Risk**

Building a business solely on Instagram, LinkedIn, or Amazon is dangerous.

**You do not own your audience.  
You rent it.**

**The Fix:** Move audience to owned media (Email, SMS, Website) immediately.

# THE FORTRESS AUDIT

- Cash:** 6 Months OpEx in bank?
- Data:** Offline daily backups?
- Legal:** IP owned by Entity?
- Supply:** Secondary vendors ready?
- Talent:** Successors identified?



# **SECURE THE UPSIDE.**

Growth is Vanity. Resilience is Sanity

# STRATISIAN

Strategy.  
Structure.  
Scale.

