

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.
