THE DEFAULT RESET

A two-page decision tool for finding the system underneath the brand

ab +a advertising

1 REPLAY ONE REAL DECISION

Think of one recent decision where the outcome was slower, weaker, or more complicated than it should have been.

What were we trying to accomplish?

What decision actually had to be made?

Who was involved?

What happened?

2 FIND THE DEFAULT UNDERNEATH

Permission

Who actually had the authority to decide?

- ☐ Clear
- ☐ Unclear
- ☐ Required unnecessary escalation

Collaboration

Did the right people and information get into the decision?

- ☐ Yes
- ☐ Partially
- ☐ An important perspective was missing

Governance

Were the rules clear enough to act without approving everything individually?

- ☐ Clear guardrails
- ☐ Some guardrails
- ☐ Every execution needed another decision

Prioritization

Did our resources follow the greatest opportunity, or simply the loudest request?

- ☐ Value determined priority
- ☐ Partially prioritized
- ☐ An important perspective was missing

3 CHANGE ONE DEFAULT

Which default would have changed the outcome?

☐ Permission ☐ Collaboration ☐ Governance ☐ Prioritization

The default today:

When _____ happens,

we usually _____.

The new default:

When _____ happens,

we will _____.

Who owns the change?

_____

_____

What happens without another meeting?

_____

_____

Test it by:

_____

THE 30-DAY TEST

In the next 30 days, watch one decision. Did the new default change what happened?

☐ Faster decision ☐ Better use of resources ☐ Better experience / outcome