Examine the decision before you commit.

For founders and leadership groups considering a promise to a customer, a new offer or a difficult team decision. Test assumptions and consider the choices with someone who has faced them.



Sanjog at an executive gathering.

One conversation

Describe the situation and the decision. Agree what to share before the conversation.

A working session

Bring the people responsible for the decision together to examine choices and consequences.

Continued involvement

Discuss a defined advisory role, responsibilities and when to review its usefulness.

What are you trying to decide?

Share the situation and decision. Keep confidential details for an agreed conversation. Scope, availability and fees are discussed separately.

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WHERE ANOTHER VIEW MAY HELP

Start with the situation.

A business or platform

Be clear about who needs it, what you want to do for them and what you still need to learn before building further.

A message or promise

Work through what you want a customer, team, board or partner to understand. Check whether the promise is clear and whether you can keep it.

A leadership decision

Talk through who will be affected, what you are asking of them and what may be difficult to say in the usual meeting.

An advisory board or council

Describe the decisions your board or council needs to make. Agree Sanjog's responsibilities and the terms of any role separately.

Experience to draw on

Sanjog is CEO and Founder of CIO Talk Network, CTN AON and CTN TLX. He built and ran AVVAL, a technology services firm, for 22 years, has interviewed more than 1,000 enterprise CXOs and has advised technology product and services firms.

He knows enterprise technology from both sides: 22 years selling technology services to IT leaders, and 24 years interviewing more than 1,000 business and technology leaders.

When a broader team or program is needed.

CTN AON provides research, advice, content and executive programs for technology and services firms. Discuss the team, deliverables and Sanjog's involvement through CTN AON.

An initial inquiry does not establish an ongoing role. Agree responsibilities and terms separately.

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