BRAND STRATEGY 01

THE CUSTOMER

Who would miss you if you stopped?

THINK IT THROUGH.

THE FOUNDER'S HAND B01 / FLIP

THE REASONING

B01 / THE CUSTOMER

A useful brand starts with a particular person and a problem they care enough to solve. If your answer is everyone, you have not made the choice yet. Look for customers who return, recommend you without being asked, or change their habits to use what you offer. Find the situation they share. That gives you somewhere to focus your promise, your product and your attention. You can serve other people without making all of them the centre of your business.

TRY THIS WEEK

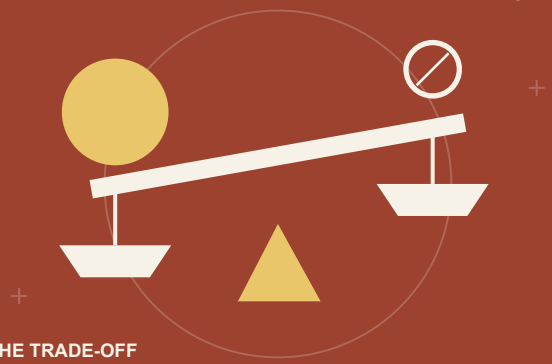
Name three customers who would notice your absence. Write down the problem they have in common.

READ. TRY. RETURN. B01 / V02

B01 / FRONT: question + original vector graphic / BACK: reasoning + action

89 x 127 mm proposed trim. RGB review edition; printer dieline and physical proof pending.

BRAND STRATEGY 02



THE TRADE-OFF

What will you refuse to be good at?

THINK IT THROUGH.

THE FOUNDER'S HAND B02 / FLIP

THE REASONING

B02 / THE TRADE-OFF

Every promise uses time, money and attention. A business that promises the lowest price, the fastest delivery and the most personal service needs an operating model that can support all three. Most early businesses cannot. Choose the thing your customer values most, then decide what you are willing to give up to deliver it reliably. The trade-off should guide everyday decisions, including the requests you decline. A position becomes credible when someone can see what it costs you to hold it.

TRY THIS WEEK

Finish this sentence: We protect ___, even when it means giving up ___. Test it against your last three decisions.

READ. TRY. RETURN. B02 / V02

B02 / FRONT: question + original vector graphic / BACK: reasoning + action

89 x 127 mm proposed trim. RGB review edition; printer dieline and physical proof pending.

BRAND STRATEGY 03

THE PROOF

What makes your promise believable?

THINK IT THROUGH.

THE FOUNDER'S HAND B03 / FLIP

THE REASONING

B03 / THE PROOF

A promise asks for trust. Evidence gives someone a reason to offer it. Choose one claim on your website and look for something a buyer can inspect: a clear demonstration, a process you can explain, a customer result you have permission to share, or a commitment you can honour. Keep the evidence close to the claim. If you cannot support it yet, make a narrower promise. Specific words backed by something real do more work than confident words on their own.

TRY THIS WEEK

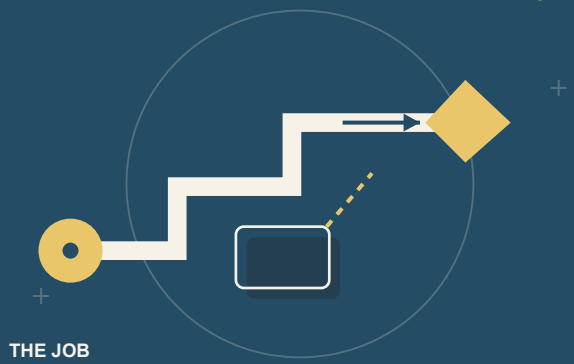
Choose your strongest claim. Put one piece of evidence beside it, or rewrite it to match what you can prove.

READ. TRY. RETURN. B03 / V02

B03 / FRONT: question + original vector graphic / BACK: reasoning + action

89 x 127 mm proposed trim. RGB review edition; printer dieline and physical proof pending.

SOFTWARE STRATEGY 01



THE JOB

What job comes before the feature?

THINK IT THROUGH.

THE FOUNDER'S HAND S01 / FLIP

THE REASONING

S01 / THE JOB

A feature request is one proposed way to solve a problem. Before building it, understand what the person is trying to finish, what they do today and where that approach breaks down. Ask about the last time it happened. A detailed recent example is more useful than enthusiasm for a hypothetical tool. You may find that a smaller change, a clearer instruction or an existing service does the job. Define the result first so you can recognise a good solution when you see one.

TRY THIS WEEK

Ask one customer to walk through the last time they faced the problem. Write the job without naming a feature.

READ. TRY. RETURN. S01 / V02

S01 / FRONT: question + original vector graphic / BACK: reasoning + action

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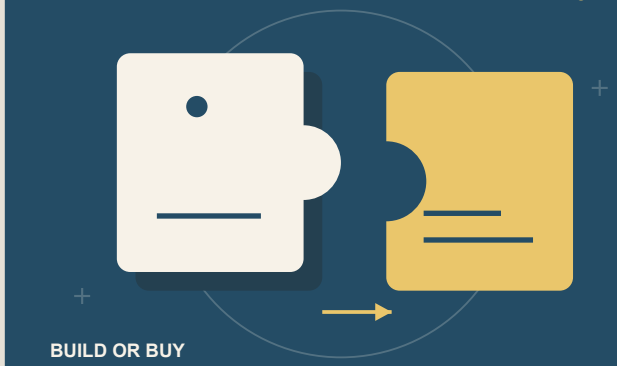
SOFTWARE STRATEGY 02



BUILD OR BUY

Does this need to belong to you?

THINK IT THROUGH.

THE FOUNDER'S HAND S02 / FLIP

THE REASONING

S02 / BUILD OR BUY

Owning software also means owning its maintenance, failures and future changes. Build when the capability creates a meaningful advantage or an essential control that available products cannot provide. Buy when the job is ordinary and a reliable service meets the need. Compare the full cost: integration, support, security, switching and the work your team cannot do while building. A cheap subscription can become expensive at scale, while a small custom tool can become a permanent responsibility. Make the comparison over a useful period, not just this month.

TRY THIS WEEK

Compare one proposed build with one existing tool over twelve months. Include maintenance time and the cost of leaving each option.

READ. TRY. RETURN. S02 / V02

S02 / FRONT: question + original vector graphic / BACK: reasoning + action

89 x 127 mm proposed trim. RGB review edition; printer dieline and physical proof pending.

SOFTWARE STRATEGY 03

THE FIRST VERSION

What can you learn before you build?

THINK IT THROUGH.

THE FOUNDER'S HAND S03 / FLIP

THE REASONING

S03 / THE FIRST VERSION

The first version should test the assumption that could make the whole idea fail. If you do not know whether customers need the result, a polished interface will not answer the question by itself. Try a manual service, a prototype or a small paid pilot where appropriate, and tell participants what is real. Decide in advance what result would justify more work. Keep the experiment small enough to change your mind. Learning is useful when it changes the next decision, not when it simply creates another presentation.

TRY THIS WEEK

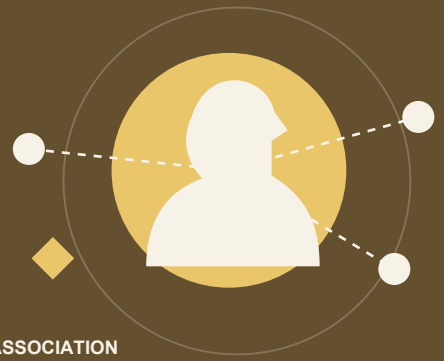
Name the riskiest assumption. Design one honest test you can run this week and write the result that would make you stop.

READ. TRY. RETURN. S03 / V02

S03 / FRONT: question + original vector graphic / BACK: reasoning + action

89 x 127 mm proposed trim. RGB review edition; printer dieline and physical proof pending.

PERSONAL BRAND STRATEGY 01



THE ASSOCIATION

What should your name bring to mind?

THINK IT THROUGH.

THE FOUNDER'S HAND P01 / FLIP

THE REASONING

P01 / THE ASSOCIATION

People rarely remember the full list of things you can do. Give them a clear association with a problem, a point of view or a kind of work. Choose something you can demonstrate repeatedly and want to keep doing. Then look at your profile, recent posts and conversations: do they help someone make that connection? Consistency does not mean saying the same sentence forever. It means showing enough connected work for another person to describe your value without needing your explanation beside it.

TRY THIS WEEK

Ask three people what they would recommend you for. Compare their answers with the work you want to be known for.

READ. TRY. RETURN. P01 / V02

P01 / FRONT: question + original vector graphic / BACK: reasoning + action

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PERSONAL BRAND STRATEGY 02

THE EVIDENCE

What can you show instead of claim?

THINK IT THROUGH.

THE FOUNDER'S HAND P02 / FLIP

THE REASONING

P02 / THE EVIDENCE

You do not need a dramatic success story to make your work visible. A thoughtful decision, a useful example or a clear explanation of a mistake can show how you think. Share enough context for someone to understand the work and its limits. Get permission before using client material, remove identifying details where needed, and separate observed results from your interpretation. The aim is to help a prospective customer judge your approach. Attention is more useful when it brings people closer to an informed decision about working with you.

TRY THIS WEEK

Choose one piece of recent work you can share safely. Explain the problem, the choice you made and what you learned.

READ. TRY. RETURN. P02 / V02

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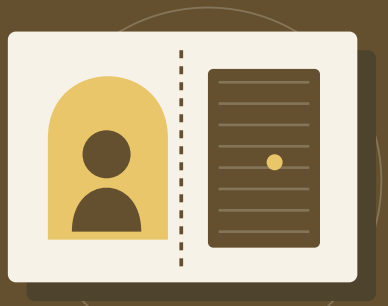
PERSONAL BRAND STRATEGY 03



THE BOUNDARY

What stays yours when you are visible?

THINK IT THROUGH.

THE FOUNDER'S HAND P03 / FLIP

THE REASONING

P03 / THE BOUNDARY

Being recognisable does not require making every part of your life public. Decide which experiences support your work, which belong to other people and which you simply want to keep private. A boundary is easier to hold when you choose it before a post performs well or someone asks for more. You can be direct, warm and specific without sharing everything. Build a publishing habit you can sustain without feeling that access to you is the product. Your audience needs a reason to trust your judgement, not unrestricted access to your life.

TRY THIS WEEK

Make three short lists: happy to share, permission needed, and private. Use them before writing your next post.

READ. TRY. RETURN. P03 / V02

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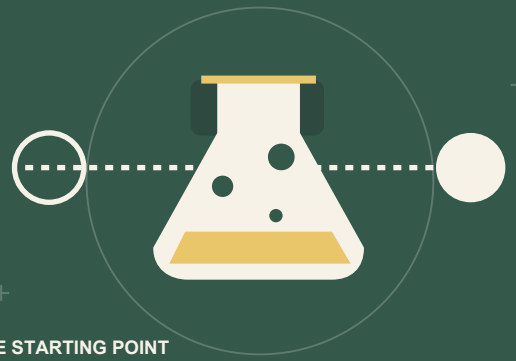
AI ADOPTION STRATEGY 01



THE STARTING POINT

Which task deserves the first experiment?

THINK IT THROUGH.

THE FOUNDER'S HAND A01 / FLIP

THE REASONING

A01 / THE STARTING POINT

Start with a repeated task where useful output is easy to recognise and mistakes can be caught before they matter. Describe the current process, including who checks the work and how long it takes. Choose a small trial with suitable data and a clear owner. A task that sounds impressive may be a poor starting point if you cannot judge the result. The aim is to learn whether AI improves a real piece of work under your conditions. Expanding the trial should follow evidence of value and acceptable errors.

TRY THIS WEEK

Pick one low-risk recurring task. Record its current time, quality check and error rate before trying an AI-assisted version.

READ. TRY. RETURN. A01 / V02

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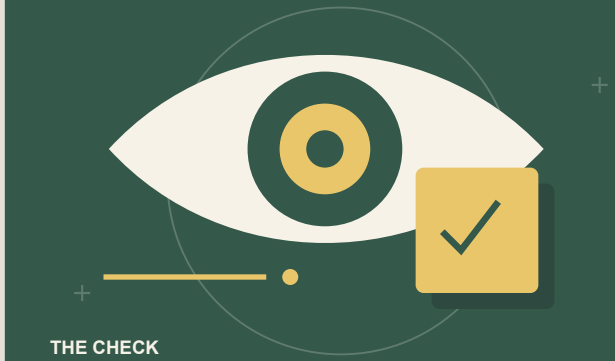
AI ADOPTION STRATEGY 02



THE CHECK

Who knows when the answer is wrong?

THINK IT THROUGH.

THE FOUNDER'S HAND A02 / FLIP

THE REASONING

A02 / THE CHECK

A fluent answer can still be incorrect. Decide who has the knowledge to check the output and what they must compare it against. For factual work, that may mean a trusted source. For a calculation, it may mean recomputing the result. Give the reviewer enough time and authority to reject the output. If nobody can reliably spot an error, narrow the task or keep the result out of consequential decisions. Human review is a real control only when the person can understand, challenge and change what the system produces.

TRY THIS WEEK

Take five representative outputs. Have a qualified reviewer check them against a clear standard and record every correction.

READ. TRY. RETURN. A02 / V02

A02 / FRONT: question + original vector graphic / BACK: reasoning + action

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AI ADOPTION STRATEGY 03

THE VALUE

What counts as time actually saved?

THINK IT THROUGH.

THE FOUNDER'S HAND A03 / FLIP

THE REASONING

A03 / THE VALUE

A task that generates quickly may still take longer overall. Count the time spent preparing inputs, reviewing results, correcting mistakes and maintaining the process. Compare that total with the existing way of working on similar tasks. Include quality as well as speed: work that must be repeated is not a saving. Decide what improvement would justify the cost and responsibility of using the tool. You do not need a perfect study to begin, but you do need a comparison that could honestly tell you the experiment has failed.

TRY THIS WEEK

Time five comparable tasks with and without assistance, including checks and corrections. Compare total effort and accepted output quality.

READ. TRY. RETURN. A03 / V02

A03 / FRONT: question + original vector graphic / BACK: reasoning + action

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