

What the 14 Days Requires

The whole install, start to finish — what you end up with, what it costs you in time, and the one condition the money-back guarantee rests on.

FIXED FEE · 14 DAYS · 100% MONEY-BACK GUARANTEE

What You Have on Day 10

Three things exist that don't exist today.

01 One ranked portfolio

Every active and queued initiative in one place, scored by the leaders who own the work, ranked by the same criteria across every function, and the order ratified by your Decision Authority.

02 A decision on every item, against real capacity

What you're carrying measured against what you actually have — then a disposition on every initiative. Active, queued, or dead. Written down, owned by name, dated. What falls below the capacity line becomes a documented case for headcount rather than a promise you quietly break.

03 The working system, at your own URL

A permanently open intake, scoring, ranked portfolio, capacity view, decision log, operating guide. Every new request lands in one place from Day 11 onward. Yours to keep, yours to run.

What you do with it after Day 10 is yours. The quarterly review attaches to a meeting you already run — I'm not installing a standing meeting you have to keep, and I'm not leaving behind anything that needs me to work.

THE GUARANTEE

Those three exist by Day 10, or **you get a full refund and you keep everything we built.**

One condition, and it's yours: your baseline complete by end of Day 5 — every team's active work and backlog entered, with five required fields on each item. Five fields, not a form. If it isn't done, the dates still hold and I still deliver — the refund just no longer applies.

The guarantee covers the three items above, which are within our joint control. It doesn't extend past them. No honest person can guarantee what a leadership team does with a decision once it's been made.

Adoption Is My Job, Not Your Leadership's

The most common way a system like this dies is quiet: the leader handed the rollout stops enforcing it, and by week six the loudest voice in the room is setting priority again.

You sponsor this once, at kickoff. You ratify the order at the workshop. Those are the only two moments you spend political capital while I'm here — everything in between, I carry.

I sit with each executive and their staff myself and explain how work gets decided now. Your leaders don't have to become salespeople for a scoring model they met on Monday, and they don't have to defend a ranking they had no hand in producing. They get to support this instead of enforce it.

That's the layer that would otherwise be relaying this secondhand. Getting it right there is what makes the ranking survive contact with the org.

I do the teaching, the calibration, and the chasing. What I need back is one hour per team and an honest list.

Your leaders don't have to sell this. I do.

How the Guarantee Is Secured

Three conditions. Two of them protect you, and all three keep us honest about whether we're on track while there's still time to fix it.

01 The clock starts at kickoff, not at signing

Before Day 1: both group sessions booked, a Decision Authority named, strategic goals written down, and **your teams named — up to six**. Until those are true we haven't started, and you haven't spent anything.

If we can't find two slots inside a two-week window, we're not ready to start. Better to know that on Day 0 than Day 9.

02 Your baseline by Day 5 is what earns the guarantee

This is the one input I can't produce for you, so it's defined precisely rather than left to judgment. **Complete means five fields on every item:** name, owner, active or backlog, its scores, and — on active items only — the next milestone. Every other field in the system is optional, and blanks are fine. A partly filled item still ranks and still argues.

The dates never move. If the baseline isn't complete by end of Day 5, the workshop still runs on the booked date and I still deliver — the guarantee is simply off. I won't hold your calendar hostage while a list gets filled in.

03 Nothing gets sprung on you

On **Day 3** I post where every team stands. On **Day 4**, anyone still outstanding is named in writing to the Decision Authority.

That Day 4 notice is your sponsorship being used for the first time. One message to two names is usually the whole fix.

Day 0 — Before the Clock Starts

Not billed, not counted. A scoping conversation that confirms we're set up to succeed.

01 A Decision Authority who sponsors it CEO, COO, or founder. They tell the team this is how decisions get made now, and they ratify the final order. Without visible sponsorship the system is optional. With it, it's the standard.	02 Two group sessions booked Kickoff (60 min) and the rebaseline workshop (3 hrs), full executive team, inside a two-week window. These are the only two times the whole room is needed.
03 Your teams named — up to six One session per executive, with their staff in the room. Not the whole department. I need names, not a count — including whoever knows the standing load your org chart doesn't show.	04 Your strategic goals, in writing The portfolio has to be ranked against something . Without this the workshop turns into a debate about strategy instead of a decision about sequence.

Six teams is the cap on the 14-day install. Past six, the intake window stops fitting inside three days and we scope a longer engagement on Day 0 rather than discover the problem on Day 3. Name someone on your side to own scheduling — an EA or chief of staff, not the Decision Authority. Getting six calendars inside a three-day window is the single most likely thing to slip. If you want someone to own the system after I go, name them now and they'll sit in on everything — optional, but the install lands harder with one.

The Ten Working Days

Ten working days across two calendar weeks. Here is every one of them.

Day 1

MONDAY

Kickoff

60 MIN · FULL EXECUTIVE TEAM

You state the sponsorship in your own words. I demo the live system, draw the line between run-the-business work and change work, and walk through how scoring works. Intake opens the same hour.

Days 2–4

TUE – THU

Working session with each executive and their staff

60 MIN PER TEAM · ONE TEAM AT A TIME

The bulk of the engagement, and the reason the ranking holds up on Day 7. Not a data-collection meeting. Three things happen, in this order:

- **I explain the system to the people who have to use it.** Me, in the room, answering the real objections — not a leader relaying a framework they saw once on Monday.
- **We score three or four of their own items live, out loud, together.** Left alone with a blank form, every team scores its own work a 13. That isn't dishonesty: nobody has an anchor yet, and nobody wants to be first to volunteer their own project for the kill list. Scoring together sets the scale — they watch a real item land at a 5 and nothing bad happens to them. It's also the only reason a number means the same thing in engineering as it does in marketing.
- **We count what the team is actually carrying.** People, hours, and standing load against every item on their list — including the maintenance nobody thinks to write down, the recurring favor for sales, the thing one person has quietly owned for two years. Roughly a third of a team's real load never makes a list.
- **Long-running work gets cut down to its next milestone.** Nobody defines done for an eighteen-month program. They name the next thing that actually ships, and that's the item. When it lands, the following slice is submitted as a new item and ranked against everything else — it doesn't inherit a place in line because the last piece finished and the team is warm.

Some of those later slices never get approved. That is the system working. The alternative is the second half riding in on the first half's approval and consuming capacity nobody ranked. Two rules keep the slicing honest: each piece has to be independently useful, and if one part is worthless without the next, it's one item rather than two.

The capacity math is the point of this hour. A team that adds up its own commitments and finds it is carrying half again what it can staff walks into Day 7 already knowing something has to come off. That conversation goes very differently than one where leadership tells them.

Day 3: I post where every team stands. **Day 4:** anyone still outstanding is named in writing to the Decision Authority. Nobody is surprised on Day 5.

Day 5

FRIDAY

The baseline locks

ASYNC · OPTIONAL DROP-IN OFFICE HOURS

Teams finish their entries. I hold open office hours for anything stuck. Then I consolidate and strip the duplicates that appear when four functions describe the same initiative four different ways.

Intake doesn't close — the baseline does. What locks on Day 5 is the snapshot the workshop ranks. The intake itself stays open permanently: it's the front door every new request comes through from here on, holding all active work and all backlog demand in one place. That's what makes this a system instead of an exercise.

The pre-read goes out end of Day 5, to be read Monday morning. Not weekend homework. Nothing in this engagement asks for your weekend.

Day 6

MONDAY

The portfolio opens, challenge window runs

ASYNC · FULL DAY

Everyone who sat in a session sees the whole portfolio for the first time, their function next to every other. Anyone can contest any score, in writing, all day. This is also where the cross-function arguments surface — the ones nobody could have raised while looking only at their own list.

A challenge is four things: the item, the score you're disputing, the score you think it should be, and one sentence on why. Anything longer gets read, but only a scored challenge enters the workshop sequence. This is deliberate — it keeps Day 8 arguing about specific numbers instead of reopening strategy.

Day 7

TUESDAY

I compile the challenges, then prep your Decision Authority

MY WORK · 60 MIN CALL WITH THE DA

I work through every challenge raised on Day 6 and sequence the contested items so the workshop opens on the arguments that matter instead of stalling on the first one raised. The argument leaves the room before the room happens.

- **Then a private call with your Decision Authority,** plus anyone they want in it. We walk the capacity line, the contested items, and where the hard calls are going to land.

Nothing is decided on this call. The point is that your sponsor isn't seeing the capacity number for the first time in front of their own leadership team. A surprised sponsor defends the status quo.

Day 8

WEDNESDAY

The rebaseline workshop

3 HRS · FULL EXECUTIVE TEAM

Capacity first: everything you are carrying, summed, against what you actually have. Every team already did this math on itself, so the room isn't hearing it for the first time — it's seeing it added up. Then the portfolio: quiet read, contested items in the sequence I set, and a disposition on every initiative.

- **Something active comes off.** The list is over capacity — that's why you're doing this. Killing a live project frees the room to activate the next one on merit instead of adding it on top.
- **Every Day 6 challenge gets answered here.** None get answered in the hallway afterward.
- **What falls below the line becomes a hiring case, not a broken promise.** If the work that matters consistently exceeds what you can staff, you now have the documented argument for headcount instead of a queue everyone privately knows is fiction.
- **The Decision Authority ratifies the order.** Consensus isn't the standard; visibility is. Nobody has to like the order. Everybody has to see how it was reached.

If nothing comes off the active list, we didn't do this right. A ranking that adds work and removes none is a wish list with numbers on it.

The decision log goes out the same day, to everyone who sat in a session and not just the executives who were in the room. Reasoning is written on everything that changed — activated, killed, or moved. Items holding their position carry their disposition without commentary. That write-up is my work, not yours. If the people who gave you an honest list never learn what happened to it, you won't get an honest list the second time.

Day 9

THURSDAY

Owners confirmed, the swap lands

15 MIN PER OWNER

A short conversation with each named owner to confirm they accept what they've been given. The team losing a project hears it from their own leader, and whoever picks up the newly activated one gets the freed capacity in writing.

This is where the kill actually happens. A project doesn't die in the workshop. It dies when the people carrying it are told to stop and the freed capacity goes somewhere named. Skip this day and Day 8 produced a document instead of a change.

Day 10

FRIDAY

Wrap

45 MIN · DECISION AUTHORITY

Keys handed over, guarantee confirmed against the three deliverables, and a walk through how to run the next rebaseline yourselves. If you named an internal operator on Day 0, they've been in every session all along and they take the keys here. Then I'm gone.

- **We decide the cadence, and where it lives.** My recommendation is that it attaches to a meeting you already run. If you run EOS, that's the quarterly, not the L10 — the L10 is where Rocks get worked, not where they get chosen. If you don't run anything formal, it attaches to annual and quarterly planning. Only if there's genuinely nothing does anyone book a new meeting, and then it's ninety minutes, once a quarter.
- **You cascade one message to the team.** The cadence, who owns the intake, and the standard: work gets decided here now. It's short. It's the last thing I ask of you, and it's what tells the org this wasn't a two-week visit from a consultant.
- **Your sponsorship is the one thing I can't hand over.** The system holds while the Decision Authority keeps pointing at it. The week you stop, the loudest voice in the room starts setting priority again.

Intake keeps running whether or not you review it. New requests keep landing in one place from Day 11 onward. The quarterly review is what turns that accumulating list back into decisions — without it you have a very well-organized backlog and nothing else.

What This Costs You in Time

Per person, across the whole engagement — not per week.

~7 HOURS · EACH EXECUTIVE Kickoff, one hour with me and their staff, entering their own work, the pre-read, and the workshop.	~3 HOURS · THEIR STAFF The working session, entering the work they own, and a look at the full portfolio on Day 6.	~10 HOURS · DECISION AUTHORITY Adds Day 0 scoping, the Day 7 prep call, the Day 9 owner confirmations, and the Day 10 wrap.
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Exactly two meetings need your full executive team in one room: kickoff and the workshop. Everything else is one team at a time or runs on your own schedule. No weekends.

What Each Side Commits To

Short enough that neither of us can claim we didn't know.

Your side

- **Sponsorship stated once** at kickoff, and the order ratified at the workshop. Two moments, not a campaign.
- **One hour per team**, once, across Days 2–4. Up to six teams, each executive with their staff.
- **Baseline complete by Day 5** — five fields per item, every team. The one hard deadline on your side, and the condition the guarantee rests on.
- **Both group sessions booked** before Day 1, and someone named to own scheduling.

My side

- **I run every team session myself.** Adoption doesn't get handed to your executives.
- **Live calibration in every room**, so a score means the same thing in every function.
- **Status on Day 3, written notice on Day 4** if the baseline is at risk. You will never be surprised by the one condition on your side.
- **Decisions published to everyone who sat in a session**, not just the workshop room.
- **All three deliverables by Day 10**, or a full refund.
- **I'm gone on Day 10.** Nothing to cancel, nothing to renew.

Why it fits in fourteen days

I've run this system inside a \$200M portfolio transformation, an ERP recovery at a \$15B enterprise, and a four-company integration. You're not paying for the twenty hours. You're paying for the eight years that made twenty hours enough.

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