

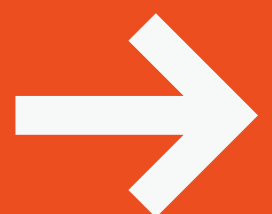


Your Strategy Is a Spending Pattern

If you cannot say what you stopped,
you do not have a strategy.



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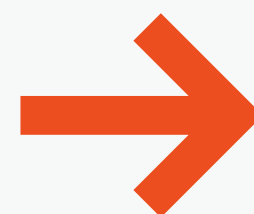




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01 Most enterprises do not have a digital strategy.

They have a spending pattern.



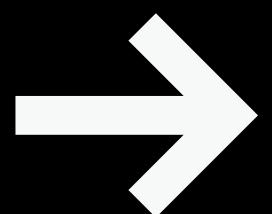


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02 Spend follows attention.

Budgets drift toward what is loud, visible, and fashionable.

- The loudest sponsor
- The most visible problem
- The most fashionable initiative





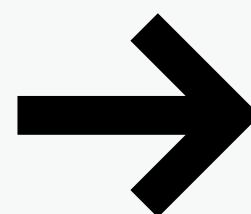
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03 And no one ever stops anything.

They just add.

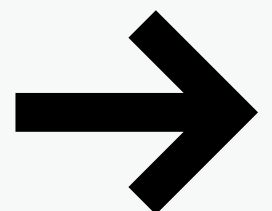
With no questions asked.

Because it's supposed to help achieve goals.





Another program.
Another AI initiative.
Another transformation wave.



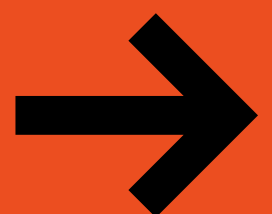


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05

Then we act
surprised when
execution
collapses.

Overload is not a
mystery. It is arithmetic.





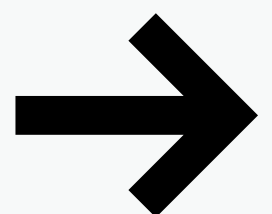
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06

Ask this:

**“What are
your top 3
strategic
digital
priorities?”**

You will get confident answers.





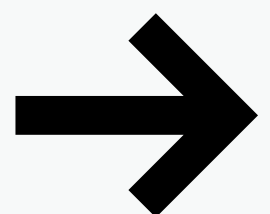
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07

Then ask this:

**"Which 3
things did you
stop to make
room for
them?"**

That is where the silence starts.



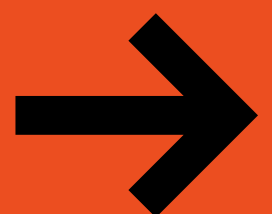


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08

Real strategy is subtraction.

If your strategy cannot tell you what to stop, it is a wish list.





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**What does your
spending pattern
say about your
strategy?**

