

Stability creates the ground. Movement builds the future.

My operating model for technical B2B businesses that must protect reliability while renewing sales, markets and ways of working.

PFM / MOVEMENT

01 / UNDERSTAND

Understand reality

Connect numbers, people, constraints and conflicts into a dependable situation picture.

OUTCOME: Shared reality

02 / CONNECT

Connect potential

Bring technical capability, customer problems, new markets, data and people together.

OUTCOME: Testable options

03 / DECIDE

Decide direction

Set clear priorities, accountability and boundaries.

OUTCOME: Executable direction

04 / MOVE

Trigger movement

Move decisions rapidly into customer dialogue, propositions, pilots and routines.

OUTCOME: Initial impact

05 / EMBED

Embed capability

Transfer knowledge and build decision and learning cadences.

OUTCOME: Movement continues

AI AS A SPEED MULTIPLIER

AI accelerates the system. It does not replace leadership.

Connect knowledge

Condense fragmented sources into a testable situation picture faster.

AI provides structure, options and speed. I validate sources, decide in context and remain accountable.

Test in parallel

Compare markets, propositions and scenarios simultaneously.

Industrialise knowledge work

Turn insight into reusable decision and knowledge routines.