



# Design

*Co-create a clear, actionable roadmap aligned to your goals and capacity.*

# What to Expect During Design

This is where clarity turns into strategy. We work with your team to define your ideal future state and design a custom roadmap – whether it's vendor selection, outbound GTM execution, or operational optimization.

# How We Work

## **Use Case Mapping & Gap Analysis:**

We map how work *should* flow across tech and teams — then identify the biggest value leaks or misalignments.

## **ICP, Messaging & GTM Planning:**

For sales and marketing clients, we refine ICPs, build persona frameworks, and develop campaign messaging mapped to your buyers and verticals.

## **Vendor Fit & Stack Strategy:**

We evaluate new or existing tools (CCaaS, WFM, CRM, AI) and align tech investments to actual needs and ROI potential.

## **KPI Alignment & Planning:**

We co-design success metrics that are shared across functions — so everyone knows what "good" looks like.

# Deliverables May Include



- Strategic roadmap (vendor selection, optimization, GTM motion)
- RFPs, demo agendas, or tool comparison scorecards
- ICPs, segmentation strategy, outreach frameworks
- Forecasting, performance, or workload model drafts
- Success metrics, dashboard templates, or OKR maps

# Why It Matters

Design ensures that what gets executed is grounded in both strategy and operational reality. It creates confidence across departments and speeds up every decision that follows.



## **Strategic Foundation**

Ensures execution is grounded in solid strategy



## **Cross-Department Confidence**

Creates alignment and trust between teams



## **Accelerated Decision-Making**

Speeds up all subsequent decisions