

**FROM IDEAS. TO OUTCOMES.**

**NON-NEGOTIABLE RULE:** The Decision Pitch Worksheet must be completed in full. If you can't clearly articulate the idea, the execution plan, and why it matters, the conversation stops here.

**CYCLE NAME****LINKED ANNUAL GOAL**

Which calendar-year company goal does this directly support? (Check one: Finance, Growth, or Operations)  
Remember, if this cycle doesn't push the company forward in a measurable way, it's a distraction.

**FINANCE**☐**GROWTH**☐**OPERATIONS**☐**MEASURABLE IMPACT**

What will this decision create or improve?

Think revenue, efficiency, customer experience, margin, throughput, etc. Be specific and quantifiable.

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**EXECUTION OWNER**

Who is responsible for executing this if approved?

All team members listed must agree to take it on. Domain owner must approve anything within their domain.

**DOMAIN OWNER****CYCLE OWNER**

**FROM IDEAS. TO OUTCOMES.****OUTCOME**

What Changes? What will be true and complete when this is done?

There's no, "we made progress". You need to state what will be the actual finished result.

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**OBJECTIVE DATA**

What hard data supports this pitch? Include metrics, trends, costs, usage, failure points, customer input, etc.

If no data exists, explain how you'll validate the idea before executing.

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**ATTACHMENTS** (Optional)

Provide any links or supporting documents. Check one or both below.

Slides, spreadsheets, screenshots, research, visuals/images, supporting documentation.

☐

ATTACHED TO  
THIS PITCH SHEET

☐

DELIVERED  
DIGITALLY

