

Delivery Theater

The Twelve Questions

- CH. 1** What measurable business outcome would prove this platform was worth buying?
- CH. 2** What did we actually buy, and what did we only see?
- CH. 3** What would have to be true inside our organization for the demo we just saw to become real?
- CH. 4** Are we building because the outcome demands it, or because the tool made it easy?
- CH. 5** If this works, what changes for the business sponsor personally?
- CH. 6** What business consequence does this architecture decision protect?
- CH. 7** What value starts being measured the Monday after go-live?
- CH. 8** Are we expanding because value is proven, or because momentum feels safer than honesty?
- CH. 9** Who is watching the value every week after go-live?
- CH. 10** What unresolved debt from phase one are we about to compound?
- CH. 11** Can I explain what changed because of the investment without showing a diagram?

CH. 12 What room do I need to be in before the next decision is made?

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