

NOTICE → INTERPRET → ACT

Signals &

Signal Brief

See what matters. Codify the signal. Lead with clarity.

The Signal Brief is a 10-minute foresight discipline to codify signals before it becomes disruption.

The Brief

The Signal

Why It Matters

Category:

☐ Trust ☐ Culture ☐ Technology ☐ Regulation ☐ Capital
☐ Customer Behavior ☐ Other: _____

Potential Implications

Short-term (3–6 months):

Long-term (1–3 years):

Recommended Actions

Confidence Level

☐ Low ☐ Medium ☐ High