

Dasha Randlett Consulting

Speed—Price— Quality Playbook

*For Marketing, Product,
Project & Business Teams*

Use this playbook to scope
smart, set clear expectations,
and deliver with intention



The Trade-Off Triangle

You can only pick two:

- Speed = How fast
- Price = How cheap
- Quality = How good

Examples:

- Fast + Cheap = Not polished
- Fast + Great = Not cheap
- Cheap + Great = Not fast



Step 1:

Set Priorities

Start every project by asking:

- What's most important - speed, price, or quality?
- Which one can we afford to compromise?
- Is the deadline fixed or flexible?
- Are we launching, testing, or iterating?

Pick your top two.
Be clear about the
third.



Step 2: Scope Accordingly

Once priorities are set:

- Define success based on your trade-offs
- Match team size and skill to the work
- Adjust timelines and review cycles
- Flag any blockers early
- Keep things lean if you're prioritizing speed or price



Step 3: Communicate Clearly

Before kickoff, align expectations:

- “This version will be fast and cost-effective - polish comes later.”
- “We’re aiming for high quality and speed - budget will increase.”
- “To keep costs low, we’re spreading delivery over 6 weeks.”
- Add trade-offs to SOWs, slides, and kickoff notes



Step 4: Reassess When Things Change

If priorities shift, realign:

- Budget cuts? Scope down.
- New urgency? Simplify or invest more.
- Feedback delay? Extend your timeline.

Keep speed—price—quality visible throughout the project.



Use Cases by Team

Marketing

- Ad launch tomorrow? Speed + Quality
- Budget test? Speed + Price

Product

- Core feature? Quality + Speed
- MVP? Price + Speed

Business / PMs

- High-stakes pitch? Quality + Speed
- Internal process build? Price + Quality



What If You Want All 3?

It's rare, but possible if:

- You've done it before and reused assets
- You've invested in automation or templates
- You're aiming for "good enough," not perfect
- You have an experienced, high-performing team

Still - trade-offs usually show up somewhere.



Phrases That Keep You Aligned

Use these with clients or teams:

- “Let’s pick the two that matter most.”
- “To meet this timeline, we’ll need to scale back.”
- “If quality is the focus, we recommend pushing the deadline.”
- “Budget is fixed - let’s simplify the output.”

