

Our Story

Why Point3? Why Decision-Making?

How did the name Point3 come about?

The name Point3 was triggered by a harsh reality - Research consistently shows that 70% of organisational transformations fail. Not occasionally. Not in certain industries. Across the board - seven out of every ten organisations that set out to transform, fall short*.

That means only 30% succeed. $30\% = 0.3$. And $0.3 = \text{Point3}$.

The name isn't arbitrary - Point3 represents a provocation, our proposition and a promise. It represents a daily reminder of the odds our clients are up against, our value that differentiates us from the rest of the field, and the standard we strive to deliver. Because we don't just want to be part of the conversation around transformation. We want to be the reason our clients are on the right side of that statistic, which brings us to the 2nd question – why are we obsessed with decision-making?

Why is Point3 obsessed with decision-making?

When we looked at what separates the 30% from the 70%, the answer kept coming back to the same thing: how leaders make decisions. Not their vision. Not their technology. Not even their talent. Every organisation can draft a great vision, buy the latest technology, and hire the brightest talents. The organisations that successfully transform are the ones where leaders make faster, clearer, better decisions - consistently, at every level.

*McKinsey, Common pitfalls in transformations: A conversation with Jon Garcia

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For us, the impetus for better decision-making is obvious:

- Whether a leader is setting a five-year strategy, developing their people, or simply approving a plan to move forward- at the heart of every action is a decision. It's the most fundamental act of leadership, and yet it's the one capability almost no one is deliberately building.
- Organisations everywhere are racing to capture the value of AI - investing heavily in tools that can execute at extraordinary speed and scale. But here's the paradox: AI can only move as fast as the humans approving its output. Slow, bureaucratic decision making - layers of sign-offs, endless meetings, misaligned priorities - is quietly becoming the single biggest bottleneck to AI delivering real business results. The competitive advantage of AI isn't just technological. It's organisational. And it starts with how leaders decide.
- Finally, decision-making as a leadership capability is a gap no one else is filling. Leadership development has been around for decades, yet decision making as a distinct, measurable capability is almost entirely absent from the agenda. Most firms still deliver generic leadership programmes that touch on everything but sharpen nothing. Meanwhile, leaders are being promoted based on their track record - but their ability to make faster, clearer, higher-quality decisions remains exactly where it was when they started.

So, that's our story. Point3 exists at the intersection of leadership and decision making because that's the source of every high performing organisation's competitive advantage. It's specific. It's relevant. It's the signal that cuts through all the noise. And no one else is owning it the way we are.

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