

ENGAGEMENT ANALYST DATE CHAIN / SIGNAL

- 1 · Signal Selection
- 2 · Delay Diagnosis
- 3 · Bottleneck Finding
- 4 · Intervention Design
- 5 · Consequentiality Review

THE CANDIDATE SIGNAL

Signal name

One-line description

Signal class

☐ Competitive

☐ Customer

☐ Regulatory

☐ Internal

THE WINDOW

Estimated response window

What closes it: the tariff date, the competitor cycle, the regulatory deadline, the customer's patience.

THE FOUR CRITERIA: ALL MUST PASS

If one fails, pick another chain. The diagnostic depends on the signal being load-bearing.

COSTLY

What is at stake, and in whose budget?

☐ passes

☐ fails

Evidence

ABSORBABLE

What response is plausibly available inside the window?

☐ passes

☐ fails

Evidence

BOUNDED

Can t0 through t4 be identified for this chain?

☐ passes

☐ fails

Evidence

RECENT

Is the chain inside the current strategic window?

☐ passes

☐ fails

Evidence

THE T0 ANCHOR

The earliest moment the signal was available in the environment (not when the organisation noticed).

The artifact that evidences it

Anchor confidence

☐ documented

☐ inferred

☐ contested

OUTPUT

The named signal-response chain, scoped, with t0 anchored and the window estimated. Hand to Canvas 2: Delay Diagnosis.