Predictable revenue starts with *clarity*

Shared understanding beats disconnected activity



Chicago, 1942 / Jack Delano, Library of Congress

START WITH A SHARED BUSINESS MODEL

You cannot forecast what you have not clearly defined.

Four versions of the same business

What happens when teams operate from different assumptions

Company

Founders
Ambition

Marketing
Audience

Sales
Qualification

Customer Success
Customer value

Activity is not predictability

The operating model determines the outcome

WITHOUT ALIGNMENT	WITH ALIGNMENT
More campaigns	Shared ICP
More meetings	Clear stages
More surprises	Useful signals

ICP = ideal customer profile.

The revenue *architecture*

Build the system in the right sequence

01	Customer	Who has the problem?
02	Value	Why will they act?
03	Motion	How do we win?
04	Evidence	What proves progress?

Measure the leading signals

Forecasts improve when inputs are understood

ICP fit

Account relevance

Does the account fit our ideal customer profile?

Conversion

Stage progression

Which deals move to the next stage?

Velocity

Time to decision

How long do buyers take to decide?

Retention

Value delivered

Are customers getting the value we promised?

One shared model. Better decisions.

Predictability is an outcome, not an aspiration.

ALIGN BEFORE YOU SCALE

Does every team agree on how your business actually *wins?*