

從想法到判斷。

From idea to decision.

01 先看已有的答案 / Look at the existing answer

誰已經在解決這個問題？客戶為什麼沒有換一種做法？

Who already solves this problem? Why have customers not changed their approach?

02 找出遺漏的成本 / Count what gets left out

落地、複核、返工與維護，誰負責，誰付錢？

Who handles and pays for implementation, review, rework and maintenance?

03 先試一件小事 / Try one useful thing

一個真實任務或一次有限試用，能先回答什麼？

What could a real task or a limited trial teach us before a larger commitment?

04 允許改變判斷 / Leave room to reconsider

什麼證據會讓我們繼續、調整或停止？誰決定？

What evidence would make us proceed, redesign or stop? Who decides?

給每一步，設一個條件。

A condition for every next step.

一頁決策備忘錄 / A one-page decision memo

目標與邊界 / Objective and boundaries

關鍵假設與現有證據 / Key assumptions and current evidence

下行情景與可承受損失 / Downside and acceptable exposure

參與方、責任與決策權 / Participants, responsibilities and decision rights

繼續、調整與停止的條件 / Conditions to proceed, adapt or stop

本框架用於組織思考，不替代投資、法律、稅務或其他專業意見。

This framework organises thinking. It does not replace investment, legal, tax or other specialist advice.