

## • Your Decision Is Stalled

I help CTOs and engineering executives unstick high-stakes decisions that have been stuck for months. **2-4 week engagements** surface the hidden patterns blocking your decision—then create a clear path forward.

## The Engagement

### What You Get

- › **Decision Statement:** Clear definition, owner, constraints, deadline.
- › **Options & Tradeoffs:** 2-4 viable paths with explicit risks.
- › **Decision Memo:** 2-5 pages leadership can act on immediately.
- › **30-60-90 Action Plan:** Named owners, sequenced steps, milestones.
- › **6 months Operion access:** Team behavioral health analytics.

### How It Works

- › **Week 1:** Stakeholder interviews, surface hidden assumptions.
- › **Week 2-3:** Synthesize options, identify success signals.
- › **Week 4:** Deliver decision memo and action plan.

### Typical Decisions

- › Platform migrations stuck 3+ months with no consensus.
- › AI strategy initiatives with budget but unclear ROI.
- › Team reorganizations where stakeholders can't agree.
- › Technical debt decisions with competing priorities.

## Investment

### Fixed Price: \$15,000

- › 2-4 week fixed-scope engagement.
- › All deliverables + 6 months Operion (\$3K value).
- › Limited availability: 2 slots per quarter.

## Why Trust Me

### Dr. Jen Anderson

- › **PhD, Behavioral Neuroscience** (UIC) — 10 years studying decision-making under complexity.
- › **Fractional CTO & Engineering Leader** — TAG, PDL, ECRA.
- › **Proven outcomes:** 87% performance improvement (PDL), built InsightOps (TAG).

**Aurvia** — Founded by Dr. Jen Anderson

**Next step:** Schedule a 30-minute conversation.

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