

Compass Bearings™

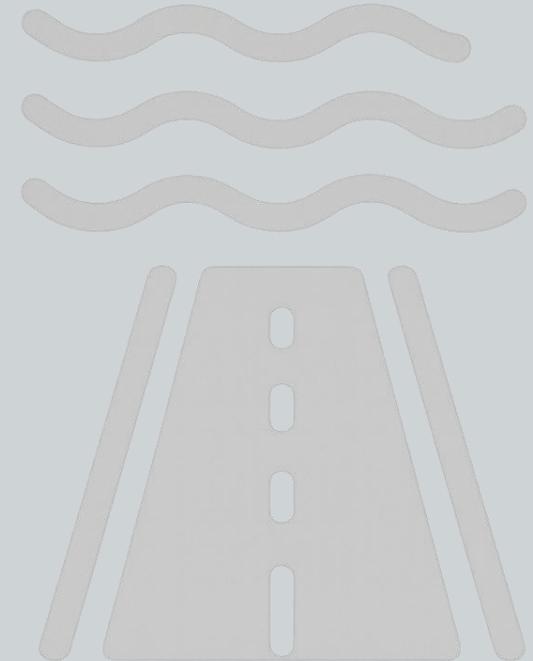
The Guidance Layer of the Sponsor-Side Operating System™



Sponsors Are Forced to Lead Without Real-Time Clarity

Transformation Moves Faster Than Meetings

- Delays create drift
- Decisions become reactive
- Evidence is inconsistent
- Risks surface late
- Advisors can't be there at every moment



AI Is Raising the Bar for Sponsor Leadership

More Complexity. More Pressure. Less Margin for Error.

- AI-enabled ERP, CRM, and Analytics accelerate decision cycles
- Sponsors must act decisively even when the tech is unfamiliar
- Leadership clarity must match the speed of the platform

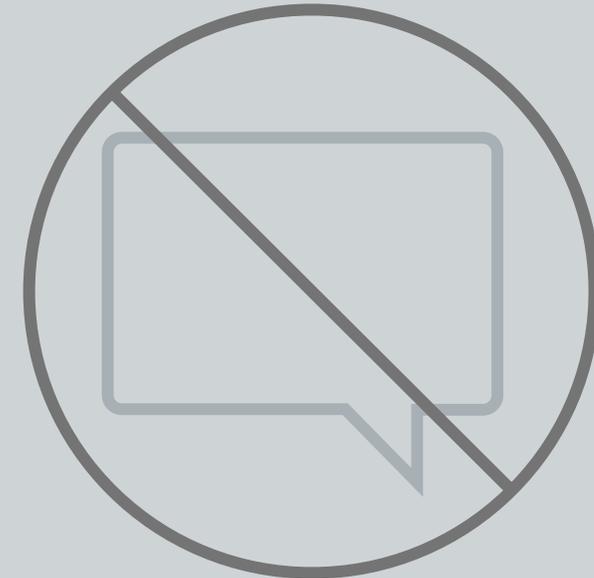


Advice Isn't a System

Traditional Consulting Breaks Under Pressure

Traditional advice is:

- Episodic
- Interpretive
- Inconsistent
- Dependent on individuals
- Not engineered for speed



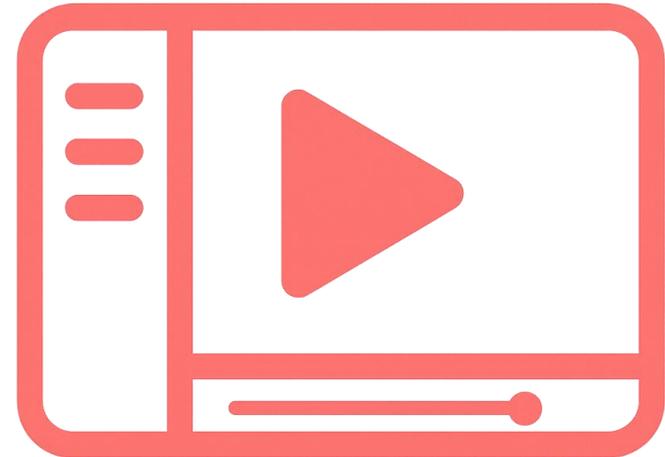
Sponsors need clarity they can trust — not advice they must interpret. Bearings replace interpretive advice with structured, moment-specific clarity.

What Bearings Are

The Activation Layer of the Compass

A **Bearing** is a professionally produced, structured micro video that guides a Sponsor through a specific Compass-defined leadership action.

They turn the Compass from a framework into a leadership system.



“Let me get my bearings.”

A phrase every leader knows —
now backed by structured,
moment-specific guidance.

Moment-Specific Leadership Clarity

Guidance Delivered Exactly When It's Needed

Bearings give Sponsors the precise move, mindset, and evidence required for each Compass-defined leadership moment — without waiting for a meeting or advisor.

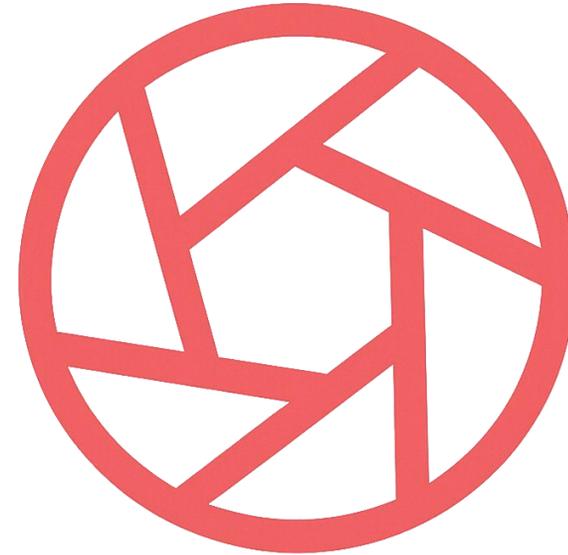


Professionally Produced. Sponsor-Grade Clarity. Structured.



Clarity requires quality

- High-quality audio
- Multi-camera
- Clean lighting
- Crisp editing
- Slide integrated
- 3–7 minute segments



Engineered for Grounded GenAI

Better Inputs → Better Retrieval → Better Decisions

- Clean transcripts
- Consistent phrasing
- Predictable structure
- Clear leadership moves
- Enables precise retrieval inside the SSOS



Why Bearings Are Revolutionary

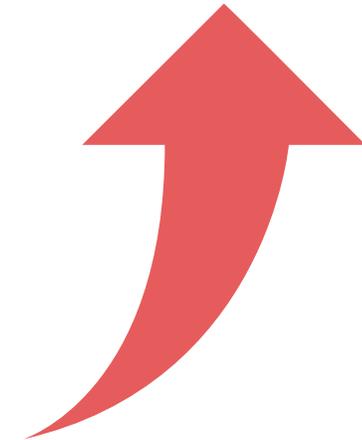
A New Category of Sponsor-Side Leadership Support

1. A Complete Leadership System

The Compass defines what must happen in a transformation.
Bearings guide how to lead it — moment by moment.

2. A New Delivery Mechanism

Micro-video + GenAI + Agentic AI delivers clarity faster,
clearer, and more consistently than traditional consulting.



The Three Elements of a Bearing

The Definition of the Category

1. A Compass™-defined leadership moment

Every Bearing is tied to a specific leadership action, risk, or decision point.

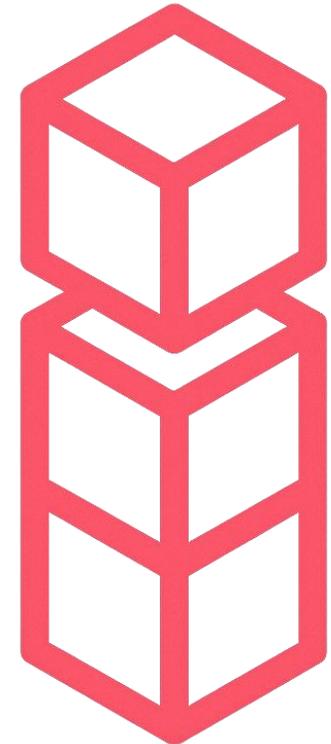
2. A structured micro-video

Professionally produced guidance that is clear, repeatable, and easy to consume.

3. A precise leadership move

Each Bearing tells the Sponsor exactly what to do, why it matters, and how to proceed.

This is what separates Bearings from training, advice, and documentation.



Cost-Stable Clarity. Reusable Guidance.

Leadership Support That Doesn't Burn Hours

Traditional consulting ties cost to time.

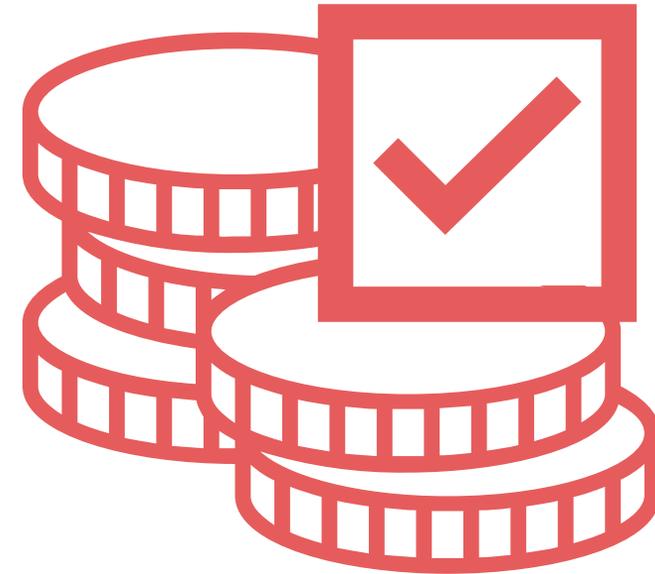
Delays trigger change orders.

The burn rate never stops.

Bearings eliminate this.

Sponsors get reusable, on-demand guidance —
without paying for every meeting or delay.

Access is fixed-fee, term-based, and delivered
through the DCS. Leadership clarity becomes
self-paced, cost-stable, and scalable.



Turning the Compass Into Action

Guidance That Drives Structured Deliverables

Bearings guide Sponsors through:

- What to enter
- Why it matters
- How to think
- What good looks like
- Pitfalls to avoid



Lead With Clarity

Explore whether Bearings fit your transformation

- See how Bearings activate the Compass
- Understand how they integrate with the SSOS
- Explore DCS Virtual Consulting for access



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Client-Side Advocacy, Powered by the Sponsor-Side Operating System™