

The Ripple A2E Model™



WHAT IS SLOWING EXECUTION?

WHAT LEADERS SEE

Slow decision-making

Competing priorities

Meeting overload with limited outcomes

Siloed execution and cross-functional friction

Shifting direction and adoption challenges

WHAT IS OFTEN HAPPENING

Governance ambiguity

Leadership misalignment

Unclear ownership and decision rights

Integration gaps

Low change readiness

Most organizations treat symptoms. Few identify the structural conditions creating them.

FROM DIAGNOSIS TO ACCELERATION

Execution Friction Diagnostic → Alignment → Activation → Execution

DIAGNOSTIC DELIVERABLES

- Prioritized Friction Map
- Intervention Blueprint
- Readiness Scorecard

SPRINT GAINS

- Faster Decisions
- Stronger Accountability
- Reduced Execution Friction

IDEAL ENVIRONMENTS

- Executive sponsorship
- Viable strategy
- Need for speed without added bureaucracy



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