

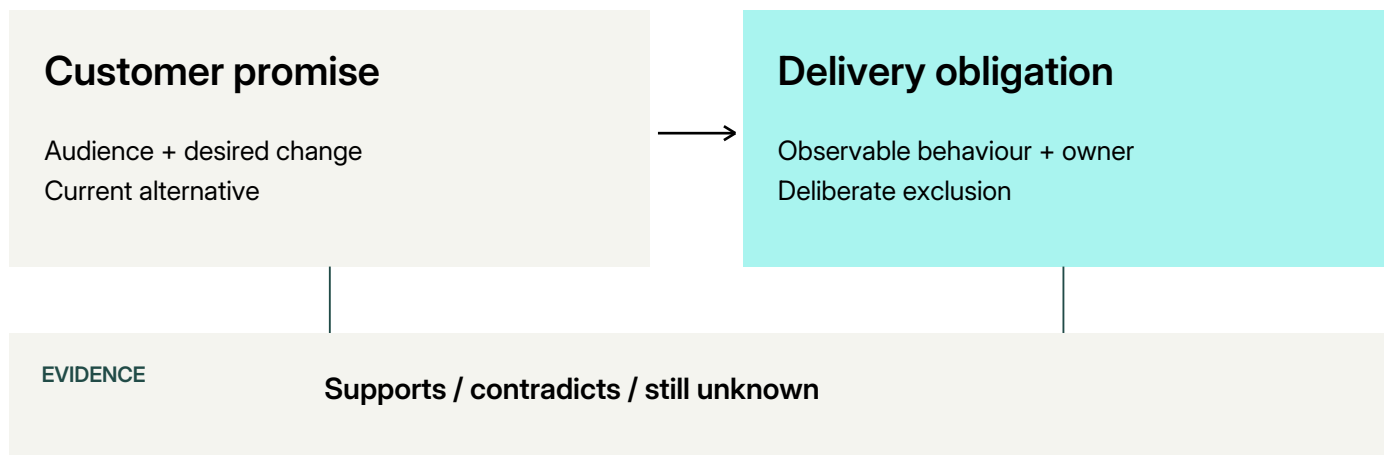
F01 / PURPOSE TO POSITIONING

Make your promise an operating choice

Connect a customer promise to the obligations and evidence needed to make it credible.

SESSION	TEAM	OUTPUT
120 minutes + preparation	Founder + delivery + sales	One credible promise

01 LINK THE PROMISE TO AN OBLIGATION



02 CHOOSE THE RELEASE STATUS



NEXT DECISION

Choose wording the evidence supports.

Record the next test, owner and condition that would change the claim.

Original synthesis, not the Brand Thinking Canvas. Sources and limits: page 5.

PROMISE AND OBLIGATION

Make the promise concrete

Complete one sheet per candidate promise. A desired outcome, delivery obligation and evidence record must remain connected.

DECISION SCOPE / AUDIENCE

DESIRED CHANGE

CURRENT ALTERNATIVE

CANDIDATE PROMISE / EXACT WORDING

DELIBERATE EXCLUSION

OBSERVABLE DELIVERY OBLIGATION

DELIVERY OWNER / REQUIRED CAPABILITY

EVIDENCE NEEDED / KNOWN GAP

CLAIM RELEASE STATUS

CLAIM DECISION OWNER

REVIEW DATE

Publish, qualify, test and withhold are claim decisions, not legal clearance. A demo does not establish a measured customer benefit.

EVIDENCE AND RELEASE

Keep the claim and proof connected

Use dated evidence and explicit counterevidence. Record the smallest test that could change the selected promise.

Claim / evidence ID	Source / date / provenance	Observation / support	Contradiction / unknown

NEXT TEST / AUDIENCE / COMPARISON / WHAT WOULD CHANGE THE WORDING

WORDING SUPPORTED NOW / SCOPE

WORDING TO WITHHOLD / REASON

EVIDENCE OWNER / REVIEW DATE / NEXT RELEASE DECISION

ILLUSTRATIVE EXAMPLE

A narrower promise changes delivery

An invented implementation firm has a document-review demo but no plant-control capability or tested safety case.

WITHHOLD

"Automate your entire factory" creates an obligation the firm cannot meet.

SCOPED SERVICE DESCRIPTION

"Make supplier quote reviews easier to check and hand over."

01 WHAT THE FIRM MUST DELIVER

Preserve source quotations. Retain human approval. Make exceptions visible. Document the workflow so a second operator can run it.

02 WHAT STILL NEEDS EVIDENCE

No measured customer improvement exists. The firm withholds percentage-saving claims and compares permitted quotation reviews with the current process.

Next test: observe correction effort, missing terms and source traceability with two procurement teams. If checking becomes harder, change the promise or product.

FACILITATION AND SOURCES

Run the session

Prepare the inputs in the research companion. Retain evidence, unknowns and counterexamples with the decision record.

10 MIN	State the choice Name the audience, decision and review date.
15 MIN	Describe the change Separate the deliverable from the desired outcome.
20 MIN	Identify audience and alternative Ask why a sensible customer might prefer the current way.
20 MIN	Write competing promises Give each promise an explicit exclusion.
25 MIN	Audit delivery obligations Assign an owner and observable behaviour.
20 MIN	Review the evidence Preserve counterevidence, denominators and conditions.
10 MIN	Choose a test and claim status Record what would change the wording or decision.

SELECTED SOURCES / ACCESSED 16 SEP 2026

Miltenburg / Brand the Change / BIS publisher listing

Center for Theory of Change / What is Theory of Change?

Steve Blank / Customer Development Manifesto / 2009

Original promise-to-obligation ledger, informed by the cited concepts. Not field validated. The full Brand the Change book was not read; its proprietary canvas, exercises and layout are not reproduced.

Full ledger and access limits: companion.html. Original dotSuper artwork. Reference links identify the underlying sources, not endorsement.