

CORBEAU LLC

STRATEGIC DECISION SUPPORT

Bring the Decision Into Focus Before Committing Resources

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Leadership decisions rarely arrive with every fact organized, every stakeholder aligned, and every consequence visible.

An opportunity may appear promising while important risks remain unclear. Leaders may agree on the desired outcome while recommending different paths toward it. Relevant information may exist across departments, reports, conversations, financial records, market data, and individual experience without being assembled around the decision that must be made.

Corbeau helps founders, business owners, CEOs, presidents, and executive teams frame consequential decisions, organize the available evidence, evaluate alternatives, and develop recommendations grounded in the organization's priorities and operating context.

Where an Engagement May Begin

Depending on the environment and the decision being examined, spatial intelligence may connect:

A Major Opportunity Requires Evaluation

Leadership may be considering a new market, partnership, investment, service, acquisition, location, technology, or organizational initiative.

The opportunity creates excitement, but leadership needs a disciplined understanding of its value, risks, requirements, and relationship to the organization's direction.

Leadership Is Choosing Between Competing Paths

Several options may appear reasonable. Each may produce different costs, risks, commitments, and long-term consequences.

The decision requires more than comparing surface-level advantages and disadvantages.

Important Information Is Fragmented

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No single person or report holds the complete picture. Leadership must connect financial, operational, market, spatial, organizational, and stakeholder information before reaching a responsible conclusion.

Leaders Agree on the Goal but Not the Approach

Apparent disagreement may begin with leaders answering different questions. One may be focused on growth, another on sustainability, another on implementation, and another on risk.

A shared decision frame helps leadership locate the actual disagreement.

Growth or Direction Has Become Unclear

The organization may have several possible opportunities but limited clarity about which deserves attention, which aligns with its capabilities, or which should be deferred.

The issue may not be a lack of ideas. It may be the absence of a clear structure for evaluating them.

THE CORBEAU APPROACH

Discovery Establishes the Perimeter

The engagement begins after an introductory discovery conversation confirms that there is a meaningful decision, opportunity, or strategic question for Corbeau to examine.

Corbeau works with leadership to understand:

- The decision that must be made
- The desired outcome
- Why the decision matters now
- Who will be affected
- What information is available
- What assumptions are influencing the conversation
- What constraints must be respected
- What uncertainty remains
- What standards should govern the decision

A clearly framed question gives the analysis direction.

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Assemble the Relevant Information

Corbeau gathers and organizes the information needed to understand the decision.

Depending on the engagement, this may include:

- Leadership interviews
- Organizational plans and priorities
- Financial and operational information
- Market and industry context
- Existing studies and reports
- Stakeholder concerns
- Spatial and location information
- Prior decisions and attempts
- Internal capabilities and capacity
- External requirements or constraints

The goal is not to collect everything. It is to identify the information capable of changing the decision.

Evaluate Opportunities and Risks

Corbeau examines what each opportunity or alternative may require, enable, expose, or prevent.

The analysis may consider:

- Alignment with organizational priorities
- Potential value and strategic advantage
- Financial and operational implications
- Required people, systems, and capabilities
- Timing and sequencing
- Stakeholder impact
- Reversibility
- Known risks and unanswered questions
- Consequences of action
- Consequences of delay or inaction

Risks are not examined merely to avoid movement. They are examined so leadership can move with greater awareness.

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Develop Alternatives and Decision Criteria

Where multiple paths exist, Corbeau organizes the alternatives around criteria that matter to leadership.

The criteria may include strategic alignment, expected value, cost, capacity, timing, risk, scalability, stakeholder impact, and the organization's ability to execute.

This creates a common structure for comparing choices that may otherwise be discussed from different perspectives.

Present the Initial Recommendation

Corbeau presents its analysis, supporting reasoning, identified opportunities, material risks, and initial recommendation to leadership.

The recommendation reflects the available evidence and the decision standards established through discovery.

Receive Leadership Feedback

Leadership reviews the findings, challenges assumptions, corrects missing context, and responds to the initial recommendation.

This is not a ceremonial presentation. The feedback helps test whether the analysis accurately reflects the organization and whether the recommendation remains sound when placed against leadership's experience.

Refine the Decision

Corbeau incorporates relevant feedback, resolves remaining questions where possible, and prepares the final recommendation.

The result is a clearly framed decision supported by evidence, reasoning, identified alternatives, and an understanding of the principal risks and implications.

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WHAT LEADERSHIP RECEIVES

The Strategic Decision Brief may include:

- Executive summary
- Clearly framed decision
- Desired outcome and governing priorities
- Relevant context and evidence
- Material assumptions
- Opportunity & Risk analysis
- Alternatives considered
- Decision criteria
- Initial and refined recommendations
- Supporting reasoning
- Known limitations and unanswered questions
- Potential consequences and outcomes
- Leadership decision points
- Recommended direction for further action

The brief gives leadership a shared record of what was considered, how the recommendation was developed, and why the selected direction may deserve movement.

After the Decision

Once leadership determines the direction it wishes to pursue, Corbeau may assist with strategic planning, implementation framing, project leadership, or ongoing advisory support through a separately defined engagement.

The decision establishes where the organization intends to go. The next phase determines how that direction will be carried forward.

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BEGIN WITH THE QUESTION

If your organization is evaluating a significant opportunity, choosing between competing paths, or working through a decision shaped by fragmented information, Corbeau welcomes the opportunity to learn more.

An introductory conversation allows Corbeau and leadership to clarify the question, understand the surrounding context, and determine whether a Strategic Decision Support engagement may be useful.

Learn more about Corbeau LLC
www.corbeauspatial.io
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Corbeau LLC
Corbeau transforms fragmented information into actionable intelligence.