

DECISION FLOW INDEX (DFI)

Executive Readout

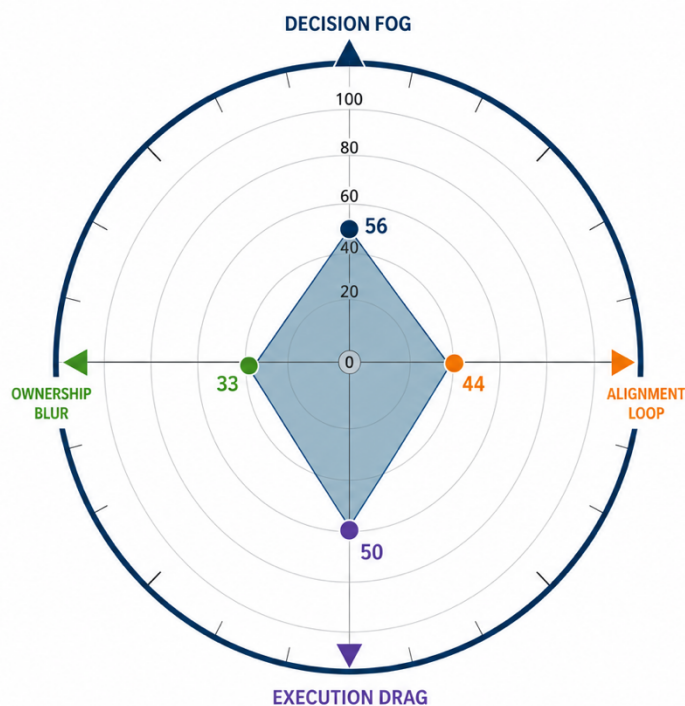
Prepared for

Name: Mr. / Ms. Sample
Organization: International SME
Function: CEO
Date: June 16, 2026

General Note:

The results are based on your responses and indicate patterns rather than certainties. They are intended to support reflection and dialogue and do not replace a more comprehensive analysis.

1. Decision Flow Compass



DFI SCORE

47 / 100

FLOW STATUS

FRICTION FLOW

Ownership Blur — Ownership and decision authority are not consistently clear.

The most visible lever is currently Ownership Blur (33/100).



DECISION FOG

The critical priority or decision remains unclear.

56 / 100

0 100



OWNERSHIP BLUR

Ownership and decision authority are not consistently clear.

33 / 100

0 100



ALIGNMENT LOOP

Alignment cycles slow progress and delay decisions.

44 / 100

0 100



EXECUTION DRAG

Decisions are made, but lose momentum during execution.

50 / 100

0 100

2. Assessed Situation

Situation: Our organization has completed the initial rollout of a new CRM platform. While the technology is largely in place, adoption across business units remains inconsistent. Different stakeholders have different priorities, key decisions are repeatedly revisited, and ownership for driving adoption is unclear. As a result, progress is slower than expected and the anticipated business benefits have not yet been fully realized.

Desired Outcome: A clear executive decision regarding ownership and governance of the CRM adoption program, alignment on priorities across business units, and a concrete implementation plan with accountable owners and measurable next steps.

All findings and observations in this report relate to this specific context.

3. Flow Status

The Flow Status describes how reliably decisions, ownership, and execution currently work together within the situation assessed.

Your Flow Status: Friction Flow

There is movement — but it is not yet reliable.

Important decisions are generally being made, yet momentum is often lost between decision and execution. Under pressure, friction emerges that slows progress and reduces effectiveness.

The challenge appears to be less about commitment and more about turning decisions into sustained movement.

4. Most Visible Lever

The most visible lever describes the pattern that appears to have the greatest influence on progress and execution based on your responses.

Ownership does not appear to be consistently anchored.

Decisions are being made, yet execution loses momentum because accountability, decision authority, and sponsorship are not fully aligned.

Typical consequences:

- Strong intentions
- limited accountability

- recurring discussions and follow-ups

5. Why We See This Result

Your responses suggest:

- ✓ The overall direction is understood
- ⚠ Ownership is perceived differently
- ⚠ Decision authority is not consistently clear

Lever Intensity: High

Clarifying ownership and decision authority could create significant movement.

6. Strengths You Can Build On

- ✓ The overall direction is understood.
- ✓ Critical topics are being addressed.
- ✓ Stakeholders show willingness to take ownership.

7. Possible Interpretation

The results suggest that the challenge is currently less about CRM technology and more about ownership and accountability for driving adoption.

Clarifying ownership, decision authority, and sponsorship could help align priorities, accelerate execution, and create meaningful movement across the initiative.

[...]

8. Reflection Question

Who owns the outcome — not just the work?

9. Three Experiments for the Next 7 Days

1. Establish one clear owner.

Who is ultimately accountable?

2. Make decision authority visible.

Clarify which decisions can be made immediately.

3. Follow the friction.

Identify one delay caused by unclear ownership.

10. Where Could the Greatest Impact Be Created?

When decisions remain unclear, ownership becomes blurred, or important topics are repeatedly postponed, friction emerges.

A MOVE Workshop creates clarity around priorities, ownership, and the next concrete step within just a few hours.

Often, a single clarified decision is enough to restore movement in a stalled initiative.

Learn more about MOVE:

<https://www.humanbusinesslabs.com/move>

Would you like to reflect on the results together?

The Decision Flow Index™ makes visible where decision flow is being lost.

The more important question is:

What is really causing the friction — and which next step could create the greatest movement?

In a complimentary 30-minute conversation, we will explore together:

- the factors that may be contributing to the result
- assumptions that may be worth testing
- which lever could create the greatest impact right now
- which next step appears most promising

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