

First thing

One clear priority and a 90-day plan — in 2 days 90-day plan — in 2 days

For Heads of Product, VP Product, and CPOs in B2B scale-ups (30–120 people). Fixed price. No open-ended project. No "we need 3 months to understand you."

Fixed price · Report in 5 days · No RFP · You sign

The problem

- **OKRs:** You run them but no one cares or reviews; or they're inherited and br...
- **Delivery:** Engineering and product are misaligned; releases slip; "agile" is a w...
- **AI:** You're asked to "look at AI" but have no capacity to assess use cases...
- **Only product leader:** You're often the only product leader who cares about the full stack (...)

The offer — Snapshot

You get a 4–6 page report: where you are today (OKRs, delivery, AI readiness), 3–5 prioritised initiatives, one "do this first", and a recommended next step. You decide what to do...

Where you are today	OKRs, delivery, and AI readiness — based on your context.
3–5 prioritised initiatives	Impact vs effort. What to do, in order.
One "do this first"	The single highest-leverage next step.
Recommended next step	e.g. 90-day program for one win, or retainer for ongoing guidance — or stop after the report.

How it works

- 1 You share context — 1–2 calls and any materials that help (e.g. strategy, ...)
- 2 I do the assessment — ~12–16 hours over 2 days: map where you are on OKRs,...
- 3 You get the report — Within 5 working days. 4–6 pages. One "do this first"...
- 4 You choose — Socialise with CEO and eng; use the report to get buy-in for ...

Pricing

Snapshot: AI + OKR & delivery	1,500 (foundation) or 2,000 (standard) — One-off. You can often approve this your...
Snapshot: AI & process only	1,500 (foundation) or 2,000 (standard) — Same. Focus on process and AI/automation...
90-day program: one priority	8,000 (foundation) or 10,000 (standard) — 90 days. One concrete win. Day-45 review...

Foundation = first 10 Snapshot clients (testimonial in exchange). You sign; you get the report.

Risk reversal

- Satisfaction safeguard: If the Snapshot report doesn't give you at least 3 actionable priorities and one clear "do this..."
- Fixed scope: You know exactly what you get (4–6 page report, 5 days) and what it costs. No open-ended discovery. No "we..."

[Book a call — 15–20 min. Align on your situation and whether Snapshot fits.](#)

<https://calendly.com/exceed-sk/15-minutes>
No pitch · No obligation