FREE FORMEX™ STANDARD

Download The FORMEX 21™

21 Questions Before You Ask for the Yes™ — what every leader should know before asking someone to say yes.

Establish · Examine · Underwrite · Decide

ONE STANDARD · MANY DECISIONS

Use it before the consequential ask.

The FORMEX 21 is designed to travel across decisions: seeking capital, deploying technology, transitioning leadership, forming an institution, entering a partnership, approving a major initiative, or increasing amplification.

Establish

What is true, evidenced, authoritative—and still uncertain?

Examine

What will the decision-maker understand to be true from the information environment?

Underwrite

How material is the distance, what economic consequence may follow, and what decision does the evidence support?

The FORMEX 21™ is a structured decisioning standard for establishing what is true, examining what is understood to be true, and underwriting the distance between them in relation to the decision at hand.

APPLY THE STANDARD

The Companion Worksheet turns the 21 into an evidence map.

Record what is known, what is represented, what contradicts, what remains uncertain, and which part of the distance may be material to the decision.

WHEN ECONOMICS MATTER

Move from identifying distance to underwriting consequence.

The Gap-to-Value Workbook helps organize assumptions, value at stake, remediation economics and alternatives. For consequential decisions, FORMEX Institutional Underwriting can test the evidence and determine whether the distance is material enough to change the decision.

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