

Before our first conversation

A useful first call needs a clear decision. It does not need your confidential files.

Five answers are enough

01 WHAT MUST MANAGEMENT DECIDE?

Use: decide whether, who or what before a specific date.

02 WHY IS IT LIVE NOW?

Name the customer request, AI use case, review, deadline or consequence.

03 WHO CAN MAKE THE DECISION?

A role is enough. Write 'not defined' if ownership is part of the problem.

04 WHICH PUBLIC CONTEXT HELPS?

A company website, product page or public announcement is usually sufficient.

05 WHAT WOULD MAKE THE CALL USEFUL?

A decision, an owner, three actions, a specialist question or a scope decision.

PLEASE DO NOT SEND

- Source code, passwords, keys or production access.
- Raw personal data or full customer and employee lists.
- Full contracts, exact financials or unpublished commercial terms.
- Unique algorithms, invention details or material sufficient to reproduce the product.
- Privileged communications or detailed dispute and transaction information.

WHAT HAPPENS NEXT

- I check fit, competence, capacity and possible conflicts using general context.
- If a different qualified specialist is needed, that dependency is identified.
- If non-public information is necessary, scope, confidentiality and the transfer route are agreed first.
- The next step is either a Governance Decision Session or direct Diagnostic scoping.

YOUR FIRST MESSAGE

Send your role · a public company link · one decision · why now. No attachments. Message me on LinkedIn or write to e.gushchina@gushchina.tech.