

FIELD INTEL  
FOR THOSE WHO OPERATE  
BEYOND NOTICE

# ADVANTAGE HALF-LIFE

ASSESS HOW IMITATION, CHANGING CONDITIONS,  
AND NEGLECT CAN ERODE AN ADVANTAGE.

ADVANTAGES  
ARE TEMPORARY.  
DISCIPLINE  
EXTENDS THEM.

SAME  
EDGE  
WON'T  
LAST

RENEW  
OR  
FALL  
BEHIND

TEMPORARY  
ADVANTAGES  
REQUIRE  
PERMANENT  
ATTENTION

## 01 IMITATION

Success attracts attention.  
Others study, copy, and  
adapt, reducing the  
uniqueness of your edge.

WHAT WORKS  
GETS COPIED

## 02 CHANGING CONDITIONS

Environments shift.  
People, technology,  
policies, and market  
dynamics evolve, reducing  
the value of what once  
worked.

CONDITIONS  
DON'T STAY  
THE SAME

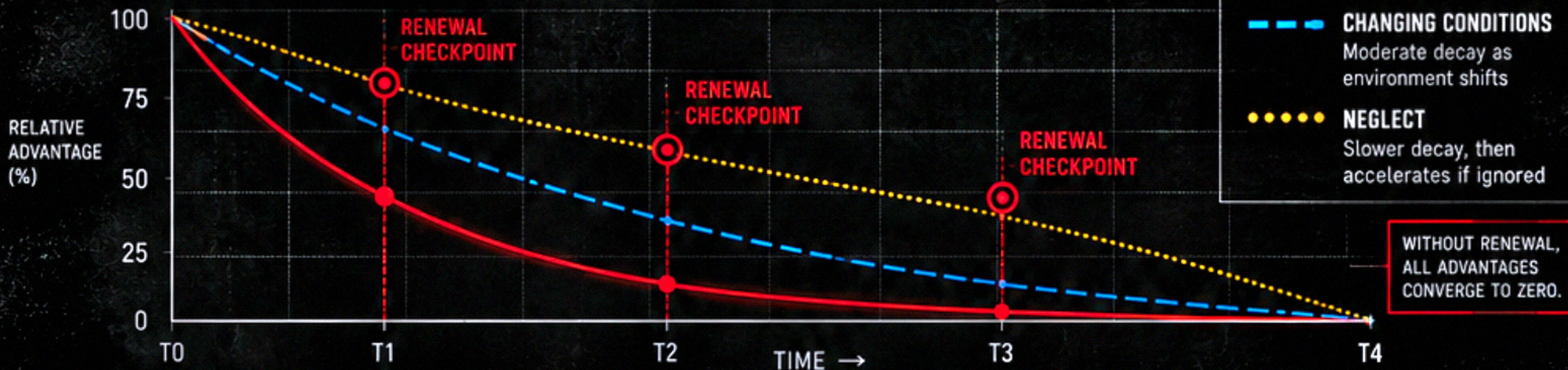
## 03 NEGLECT

Attention drifts.  
Execution slips.  
Without maintenance,  
even strong advantages  
decay faster.

UNMAINTAINED  
ADVANTAGES  
DEGRADE

## ADVANTAGE DECAY CURVES

DIFFERENT FORCES. SAME OUTCOME. RENEW TO EXTEND THE EDGE.



## RENEWAL CHECKPOINTS

REASSESS. REFINE. REINFORCE. EXTEND OPERATIONAL LIFESPAN.

### 01 MONITOR

Track signs of imitation,  
market shifts, and  
performance decline.

- COMPETITOR ACTIVITY
- ENVIRONMENTAL CHANGES
- DECREASING EFFECTIVENESS

### 02 ASSESS

Determine how much  
advantage remains and  
what is eroding it.

- MEASURE CURRENT VALUE
- IDENTIFY DECAY DRIVERS
- VALIDATE ASSUMPTIONS

### 03 RENEW

Adapt, improve, or shift  
before the decline  
becomes critical.

- UPDATE TACTICS
- ADD NEW LAYERS
- STRENGTHEN EXECUTION

### 04 REPEAT

Make renewal a routine  
part of operations.

- SET A REVIEW CADENCE
- BUILD TRIGGERS
- STAY AHEAD OF DECAY

RENEW  
REFINE  
EXTEND

A LONGER ADVANTAGE  
COMES FROM RENEWAL,  
NOT LUCK.

RDCTD.PRO  
INTELLIGENCE COMPOUNDS  
OVER TIME