



TIMING SHAPES OUTCOME

The same action can produce very different results depending on when it is executed. Timing changes resistance, attention, and opportunity.

FACT: Studies show teams that act in the optimal timing window are up to **2X** more effective.

TIMING IS EVERYTHING

RIGHT TIME. RIGHT MOVE. DISPROPORTIONATE RESULTS.

Timing is the force multiplier. Same plan, different time—different outcome. Master the when.



WINDOWS ARE BRIEF

High-value opportunities are usually temporary. Early action builds leverage; delayed action often means higher cost and fewer options.

FACT: Research estimates that **70%** of strategic opportunities disappear within a year.

THE POWER OF TIMING



AMPLIFIES IMPACT

The right move at the right time creates outsized results.



REDUCES RESISTANCE

Systems, people, and markets are most porous at certain moments.



CREATES OPTIONS

Good timing opens doors. Bad timing closes them.



BUILDS MOMENTUM

Early wins compound when you move before others react.



STAYS AHEAD

Those who time well dictate the pace. Others respond.

TIMING IS CONTEXT



Timing depends on situation, environment, and objective.

CONSIDER:

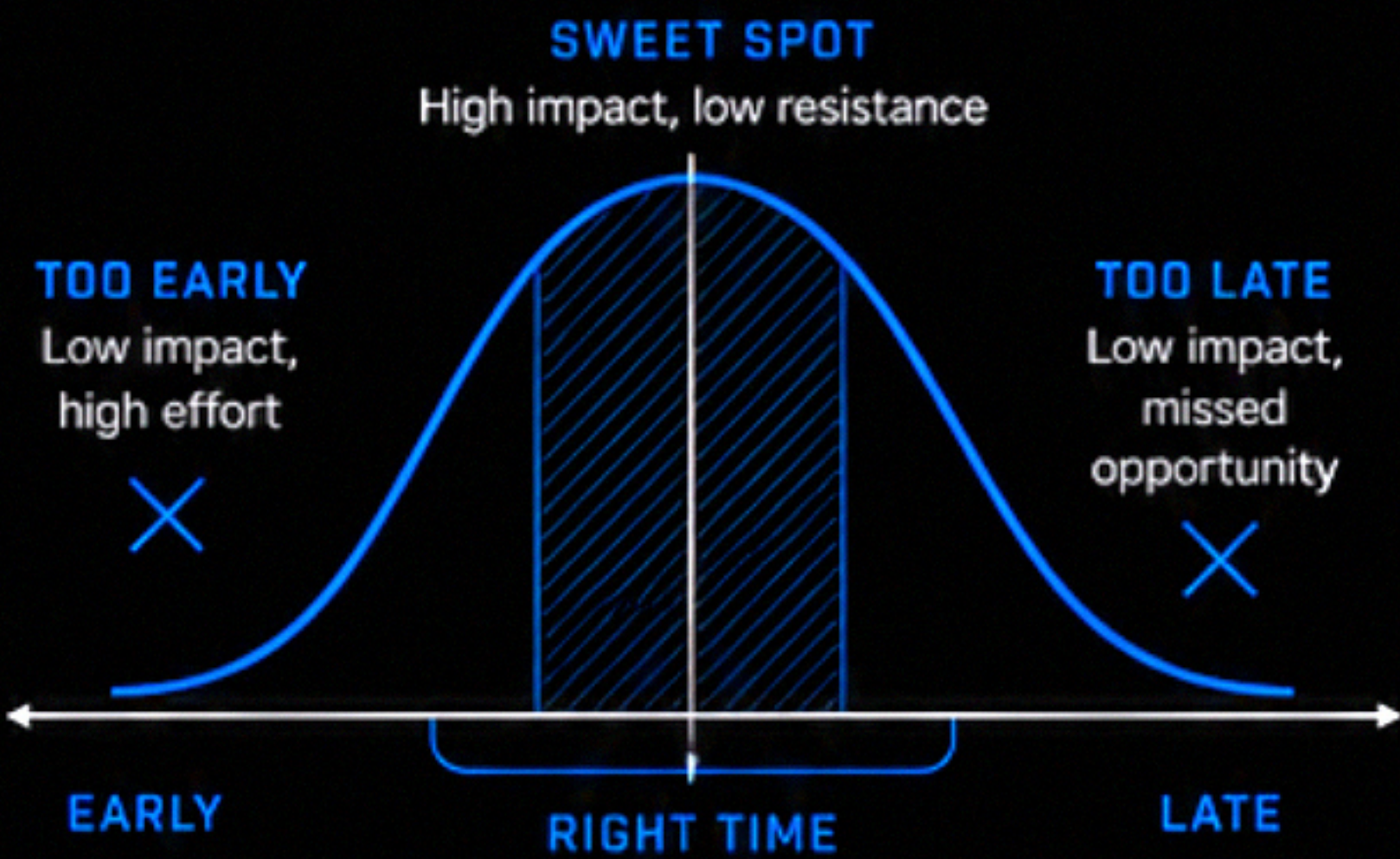
- ▶ What's happening around me?
- ▶ Where is the system in its cycle?
- ▶ What are others likely to do?
- ▶ What windows are opening
- ▶ —or closing?

EXAMPLES:



Market cycles, team morale, political climate, weather, economic shifts.

THE TIMING WINDOW



The goal is to identify and act within the highest leverage window.

WHAT THROWS OFF TIMING



Poor timing often comes from internal or external noise.

WATCH FOR:

- ▶ Emotional decisions
- ▶ Inaccurate information
- ▶ Analysis paralysis
- ▶ Waiting for certainty
- ▶ Following the crowd

RESULT:



Missed opportunities, wasted resources, lost advantage.

THE 4 DISCIPLINES OF TIMING

01

SEE

Detect the signals.

FOCUS

- ▶ Scan the environment
- ▶ Look for patterns
- ▶ Identify weak signals

EXAMPLE



Noticing a shift in customer behavior.

02

SENSE

Interpret the meaning.

FOCUS

- ▶ Understand context
- ▶ Assess implications
- ▶ Evaluate timing window

EXAMPLE



Realizing a trend is accelerating.

03

DECIDE

Commit to the move.

FOCUS

- ▶ Choose your action
- ▶ Set clear intent
- ▶ Accept uncertainty

EXAMPLE



Committing before the window closes.

04

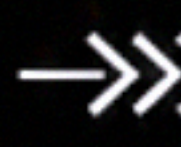
ACT

Move with precision.

FOCUS

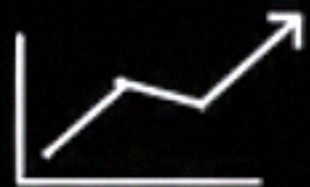
- ▶ Execute decisively
- ▶ Adapt in real-time
- ▶ Maintain momentum

EXAMPLE



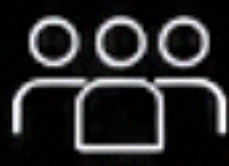
Launching at the right moment.

HIGH-LEVERAGE TIMING SIGNALS



INFLECTION POINTS

When trends shift direction.



RESOURCE SHIFTS

When people, money, or attention move.



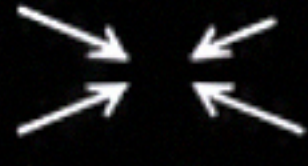
BEHAVIOR CHANGE

When actions don't match the old pattern.



POLARITY

When extremes create opportunity.



CONVERGENCE

When factors align at once.

THE TIMING ADVANTAGE

YOU

Right move
right time



See earlier



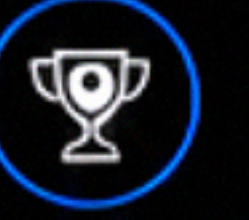
Understand faster



Decide sooner



Act smarter



Win bigger

THEM

Right move
wrong time



See later



Understand slower



Decide too late



Act reactively



Miss or lose

MASTER THE WHEN

- ✓ Control the tempo.
- ✓ Create your windows.
- ✓ Make timing a habit.
- ✓ Win before they move.

Plans are nothing.
Timing is everything.