



Strategy — and the prioritisation engine that runs it

MEDTECH • NORTH STAR / SCORING

RESULT

A strategy whose logic is explicit, and a prioritisation engine that holds up under scrutiny.

THE CHALLENGE

Define the strategic spine — north star, metrics, vision — and turn it into a repeatable monthly mechanism that ranks initiatives against the goals.

HOW AI WAS USED

- Supplied reference north stars, then challenged the candidate metric with stronger billing-platform alternatives and the trade-offs.
- Applied the input-vs-outcome framework to tidy the metric set and iterated the vision and value proposition with reasoning.
- Built a weighted scoring sheet and a minutes-per-claim metric (6-min baseline, 20% target → 1–10 scale) as a live Excel model.
- Acted as critic — caught a mismatch between the stated goals and what the sheet actually weighted, before the presentation.

WHAT IT PRODUCED

Validated north star, reworked metrics layer, refined vision/value-prop, and a live prioritisation scoring sheet.

REUSABLE PATTERN

Bring a draft and a framework; let it argue back — then turn the agreed logic into a live, testable artefact.

AI TOOLS & COMPONENTS

Web search

Guided questions

Excel (live formulas)

Data widgets

Critical review

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See how this pattern could apply inside your business.

START THE CONVERSATION