

DOCUMENT 01 // EXECUTIVE BRIEF

Client Intelligence Summary

Alex Morrison · DOMINANT / CONTROLLER · June 13, 2026

CLIENT PROFILE	CHANGE RISK	TIMELINE FORECAST	RELIABILITY
DOMINANT / CONTROLLER	VERY HIGH	Plan +15% timeline buffer	HIGH

01

READ THIS FIRST

*This client isn't buying design -- they're buying **control**. Every misunderstanding stems from one thing: they've already made the decision in their head and you weren't in the room. Lock every decision in writing immediately -- not tomorrow, not after the meeting.*

02

CRITICAL RISK SIGNALS

Scope Creep Risk		55%
Frequent Change Risk		30%
Decision Delays		15%
Handover / Delivery Risk		70%
Communication Conflict		65%

03

THREE THINGS YOU NEVER DO

1

Never arrive unprepared

They lose trust forever -- not just for that meeting. For them, preparation is the minimum, not courtesy.

2

Never change what was agreed without a written trail

That's material for a future dispute. An oral agreement doesn't exist for them -- or it exists in whichever version suits them.

3

Never present aesthetics without a functional argument

'It looks good' doesn't exist as a reason for them. Every choice must have a logic, a cost, and a function.

04

KEY CONTRACT CLAUSES

1

Change-of-scope clause: any change that modifies the project scope is billed at [hourly rate], with written confirmation and advance payment before commencement.

2

Communication clause: the client is available to respond in writing to questions within 48 hours. Delays extend timelines proportionally.

3

Revision clause: each phase includes a maximum of 2 revisions. Every third revision is invoiced in advance at [fee] before execution.

05

COMMUNICATION & CONFLICT PROTOCOL

COMMUNICATION TONE

Set clear boundaries and define processes from the very start. Never be late with responses, and never arrive unprepared. Any delay reads as disrespect -- not as a mistake.

CONFLICT PROTOCOL

Deliver a revised action plan immediately. Focus on solutions, not analysis. They do not want understanding -- they want a resolution and a deadline.

PreForma · Sava Pivni█ki, Licensed Psychologist · psihotrot@gmail.com · Sample document -- not for distribution