

# Escalation Triggers



*With each signal you discover, determine whether you will monitor, make a decision about it, or create an action. These will serve as your escalation triggers within your organization.*

### **ACTION Criteria**

- inflection point is imminent
- immediate opportunity for competitor
- impacts our financial projections
- impacts our partners
- great internal momentum/ support in our organization

### **DECISION Criteria**

- high importance and/ or high impact
- could cause disruption to our model
- financial, operational or market risk
- meaningful impact on brand positioning
- tied to an existing strategic initiative
- pending regulation
- strong interest from within our organization

### **MONITORING Criteria**

- potential for financial, operational or market disruption
- some importance and or impact, but more time is needed
- interest from within our organization

*monitoring*

*decision*

*action*

