

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Evaluating public buying triggers with an evidence ladder

QUESTION

When does a public company event justify an account hypothesis?

GUIDE TAKEAWAY

Public events are easy to discover and easy to overinterpret. An acquisition, executive appointment, new facility, or stated efficiency program may create a relevant problem without creating a software budget.

START HERE

Find original disclosure.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Find original disclosure

Evidence or input

Output or decision

Owner and review point

2. Date and scope the event

Evidence or input

Output or decision

Owner and review point

3. Form problem hypothesis

Evidence or input**Output or decision****Owner and review point**

4. Seek counterevidence

Evidence or input**Output or decision****Owner and review point**

5. Verify with account

Evidence or input**Output or decision****Owner and review point****COMPARE THE OPTIONS**

Company announcement

Useful when: Verifying a named event

Limitation: Promotional framing omits constraints

Suggested action: Read underlying details

Why this fits our situation**Evidence needed before acting**

Current event filing

Useful when: Checking disclosed material changes

Limitation: Does not reveal every workstream

Suggested action: Extract entity and dated facts

Why this fits our situation**Evidence needed before acting**

Annual report review

Useful when: Understanding operating priorities

Limitation: May repeat longstanding language

Suggested action: Compare prior-year context

Why this fits our situation

Evidence needed before acting

Hypothesis interview

Useful when: Testing operational consequence

Limitation: A single contact may lack scope

Suggested action: Confirm owner and affected unit

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: <https://outselll.com/blogs/public-buying-triggers/>

Publisher and evidence policy: <https://outselll.com/editorial-policy/>