

# Calibrated Decision Design

## From Uncertainty to Uncommon Confidence

Companies have playbooks for everything. Sales, Marketing, Strategy. But all those playbooks were written for a past that felt steady, certain, and knowable. They don't work today's volatility and uncertainty. Leaving you to do your best when it comes to making high-stakes decisions.

Calibrated Decision Design fixes that.

Calibrated Decision Design helps you make high-stakes decisions with confidence by diagnosing what you're facing and apply the right methodology. Enabling you to make decisions designed for your actual situation and a repeatable framework for next time.

### Who CDD is for:

- Executives facing strategic choices where standard approaches fall short
- Leaders making decisions with major consequences and limited certainty
- Organizations navigating multiple high-stakes decisions simultaneously

### Outcomes:

- Movement from paralysis to action on critical strategic choices
- Decisions built on appropriate rigor, not guesswork or outdated playbooks
- Leadership capability to navigate future uncertainty with clarity

### Why CDD works:

- **Diagnostic, then prescriptive.** Identifies your uncertainty type before recommending an approach.
- **Proven methods, right context.** Applies Resilient Strategy, Discovery-Driven Planning, and other methodologies where they fit.
- **Calibrated rigor, not extremes.** Prevents analysis paralysis and reckless speed alike.



### About Robyn Bolton

Robyn Bolton is the Founder and Chief Navigator of MileZero, author of the award-winning book *Unlocking Innovation: A Leader's Guide for Turning Bold Ideas Into Tangible Results*, and co-host of "Inside Outside Innovation."

She previously worked at Innosight, BCG, and Procter & Gamble, where she helped develop and launch Swiffer. She also teaches Corporate Innovation at Boston College and Strategy at the Massachusetts College of Art & Design.

Robyn holds an MBA from Harvard Business School and a BS in Marketing from Miami University. Her articles and perspective have been featured in Fast Company, Harvard Business Review Online, The New York Times, and NPR's Marketplace.

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