FREQUENTLY ASKED QUESTIONS

01 - About Verne & the Strategy OS

What do you mean by a "Strategy Operating System"?

Strategy OS is a structured workflow that connects how leadership teams **see, decide, and act.** It combines proven consulting methodologies, facilitation, and AI tools to move from **Clarity → Alignment → Action** — in weeks, not months.

How is this different from a consulting project?

Traditional consulting delivers a report. Verne delivers a **system you can use** — repeatable, transparent, and adaptive. We don't hand over slides; we build clarity with you through structured collaboration and AI acceleration.

Where does "speed comes from structure" come in?

Speed doesn't come from cutting corners — it comes from clarity and coordination. Our OS provides the structure that turns discussion into decisions and decisions into movement. It's a way to generate insight quickly, align leadership around it, and act decisively.

Is Verne consulting or a software?

Both. We operate as a **Strategy OS** — the material expression of our methodology, powered by proprietary technology. It blends the rigour of consulting, the facilitation of transformation, and the acceleration of AI. This is where strategy stops being theory and starts behaving like an operating system.

02 - Sprints & When to Use Each

What are Verne Sprints?

Verne Sprints are the **materialisation of our Strategy OS** — short, structured engagements that turn strategic questions into decisions and momentum. Each Sprint takes one dimension of strategy — foresight, direction, business model, or execution — and compresses months of debate into weeks of clarity.

How do I choose the right Sprint?

Start with your question:

- "We need clarity on where to go next." → **Foresight sprint**
- "We need a future-proof direction." → **North Star Sprint**
- "We need to connect strategy to business design." → **Business Model Sprint**
- "We need to re-energize the team around shared goals." → **Retreat Sprint**

How long is a Sprint?

Typically 3–6 weeks, with 4–8 half-day workshops. The format is fast yet deep — short enough to keep momentum, structured enough to build real alignment.

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03 - Outcomes & Proof

What do we actually leave with?

You finish with a **live strategy dataset and roadmap** that brings together your insights, strategic choices, and leadership alignment. It's not a report — it's a shared structure your team uses to make decisions and act with focus.

How do you measure results?

We measure how strategy behaves inside the team. Before and after each sprint, we assess the clarity of the strategy, the level of alignment across the leadership team, and the tensions or misalignments that cause execution to drift.

What makes it stick?

Because every Sprint creates **clarity that aligns leadership and readies teams for action.** Structure builds energy — people leave the room knowing what to do and why it matters. We embed that energy through 90-Day Priority Boards, shared rituals, and a sense of ownership that keeps momentum alive.

04 - Process, Timeline & Roles

What does a typical Sprint look like?

Every Sprint follows three structured phases, all powered and accelerated by AI:

- **Research & 1:1 Interviews** — we surface your context, challenges, and decision landscape.
- **Collaborative Workshops** — we align perspectives, expose orthodoxies, and make key decisions together.
- **Teams & Roadmap Ignition** — we translate clarity into priorities, ownership, and motion.

Who participates?

Usually **6 – 12 people** representing leadership, product, operations, and key initiatives. Small enough for focus, diverse enough for insight.

How do you compress weeks of debate into hours?

Through structure and intelligent acceleration. Each workshop follows a clear decision sequence, while AI organises inputs and highlights patterns in real time. Facilitators focus on meaning; teams focus on choice.

The result: hours of clarity instead of weeks of discussion.

What happens after the last workshop?

You leave with a shared roadmap and a structure your team can keep using. Strategy stops being an event and starts behaving like an operating rhythm.

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05 - Tech, Data & Security

What tech powers Verne?

Our OS runs on the **Verne Engine** — a secure environment connecting facilitation tools, structured knowledge bases, and AI assistants. You work in your own private workspace, typically hosted in Airtable, where all project information remains under your control.

Who controls the information?

You do. Each workspace is client-owned and client-managed. The Verne Engine is **stateless** — it processes inputs but doesn't retain or reuse them.

Is it compatible with enterprise-grade setups?

Yes. We can operate with private LLM tenants (e.g., Azure OpenAI) and align fully to your governance, confidentiality, and compliance standards.

06 - AI Approach & Quality

How does AI fit into Verne's process?

AI supports — it never replaces. We use it to **accelerate sense-making**, not to automate judgment. Every output is reviewed and curated by our facilitation team to preserve nuance, intent, and coherence

How do you ensure quality and reliability?

Through structure. We use schema-based prompts, controlled workflows, and cross-validation between models. Each insight is linked to its source — interviews, workshops, or documents — so every conclusion remains traceable and reviewable.

How do you avoid "hallucinations"?

By grounding AI in contextual information from your organization — the conversations, transcripts, and decision logs created during the Sprint. The system doesn't invent; it organises what's real and makes connections visible faster.

Why use AI at all?

Because AI **multiplies clarity and compresses time.** It automates the repetitive and analytical tasks that slow strategy work — clustering insights, connecting themes, updating decision boards — so people can stay focused on meaning and decisions.
When combined with our methodology and structure, AI makes the process **radically more efficient**: less time lost, fewer iterations, more value per hour of work. We achieve in weeks what often takes months — not by reducing depth, but by removing waste.
We also record and analyse workshop sessions using AI to **capture and synthesise insights in real time**, ensuring that no valuable reflection or idea is lost.

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07 - After the Sprint

What happens after the Sprint ends?

You leave with a **living roadmap** and a **structured knowledge base** your team can use immediately to guide execution, prioritisation, and communication. Some clients continue through follow-up sprints — for example, a Business Model Sprint — to build directly on what was defined.

How do you maintain momentum?

Through rhythm. Each sprint concludes with a **90-Day Priority Board** and an agreed cadence of reviews. These simple rituals turn clarity into a habit — ensuring alignment survives the daily noise.

What's next after strategy definition?

We **ignite the activation phase**: defining the sequence of initiatives, setting ownership, and preparing the ground for execution teams to move confidently.

08 - Fit & Use Cases

What kinds of organizations get the most value from Verne?

Verne works best with **leadership teams who know that strategy needs to be made differently** — those aware that misalignment and scattered clarity are slowing down action. They are usually visionary leaders: aware of the speed of change, committed to structure, and looking for a system that restores focus and coherence.

Are we a fit if we've already done strategy work?

Yes — especially if you have plans that exist on paper but lack traction. Verne reconnects strategy with execution, replacing static documents with a shared structure of understanding and action.

What makes a team "ready" for a sprint?

Readiness is not about size but about intent. Teams are ready when they want structured clarity, have decision-makers in the room, and are open to new ways of thinking together.

When shouldn't we start yet?

If leadership is not aligned on purpose or there's no bandwidth to act on outcomes, it's better to begin with a Clarity Session first — a short diagnostic to understand where structure is missing.

FREQUENTLY ASKED QUESTIONS

09 - Facilitation, Culture & Change

How are Sprints priced?

Pricing depends on scope, number of participants, and depth of research.
Typical projects range between **€20K – €50K**. Most clients begin with one sprint and, after seeing its impact, expand into a sequence of two or three across the year.

What's included?

- Stakeholder interviews and contextual research
- Workshop design and facilitation
- Live workspace and structured knowledge base
- Strategic synthesis and roadmap
- Action plan ignition

Can we start small?

Yes. You can pilot Verne in one business unit, product, or leadership area — ideal for proving impact before scaling the system.

How does contracting and kickoff work?

We start with a **Clarity Session** to map context and fit. From there, we co-scope the sprint and confirm logistics. Most projects kick off within one to two weeks.

Do you offer multi-sprint programs?

Yes. Many clients design an annual rhythm with us — one sprint per quarter — to keep strategy and action continuously aligned.

10 - Facilitation, Culture & Change

How do you ensure ownership stays with us, not with consultants?

Because we don't deliver for you — we deliver with you. Every decision is made by your team, in real time. Our role is to create the structure that lets clarity emerge naturally from inside your organisation.

How do you create alignment in complex teams?

Through **structured dialogue**. Our facilitation frameworks make differences visible and resolvable — transforming debate into shared direction.

What happens if people resist change or new tools?

We start from context, not from technology. When teams see that the process reflects their language and goals, adoption becomes effortless. Structure builds trust; trust unlocks momentum.

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10 - Facilitation, Culture & Change

How do you sustain alignment after the Sprint?

We leave behind rituals, not just deliverables — 90-Day Priority Boards, recurring clarity check-ins, and simple decision rhythms that keep focus alive.

Is this just for leadership teams?

Mostly yes — but when clarity cascades, it multiplies. Many clients bring initiative owners into later sessions so that alignment turns into action faster.

11 - Logistics & Operations

Are Sprints remote or in person?

Most of the process happens **remotely**, to keep energy focused and collaboration efficient. We run **kick-off and closing sessions in person**, creating space for deep alignment and reflection.

How many workshops are included?

Typically **4 – 8 half-day sessions** over **3 – 6 weeks**. Enough time for reflection, fast enough to sustain momentum.

What preparation is expected?

Minimal. We handle research and interviews; participants simply show up ready to think, decide, and collaborate.

What languages do you operate in?

We work in **English, Portuguese, and Spanish.**

How is progress tracked?

Through your **Airtable knowledge base** — the structured workspace built throughout the process. It keeps every insight, decision, and rationale visible and connected, ensuring nothing is lost and alignment remains traceable.

What happens if timing shifts or we need to pause?

The structure is modular. We can pause or resume at any phase — your knowledge base preserves context, so momentum is easy to recover.

If you have further questions, do not hesitate to contact us at clarity@vernesystem.ai

Clarity that moves your business.