Signal-to-Action decision canvas

Signal Situation Context Action Learning

Signal

Observable signal

Relevant buying situation / problem

Context

ICP / fit condition

Required context

Relevant stakeholder / role

CRM / relationship state

Action

Evidence strength

◯ Weak ◯ Moderate ◯ Strong

Approved next action

What would make us choose no action?

Learning

Outcome to measure

Learning / rule change after outcome

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Connect the signal to a buying situation

A signal matters only in context. Ask why this event could matter to the problem you solve.

Worksheet prompt

	Signal	Buying situation it may relate to	Why it may matter	Recency rule
A				
B				
C				

What good looks like

A useful signal-led process does not create more alerts. It creates better decisions.

- [ ] 1 The signal is observable and defined.
- [ ] 2 The relevance rule is explicit.
- [ ] 3 Context requirements are limited to what changes the decision.
- [ ] 4 The action matches the strength of the evidence.
- [ ] 5 The system can choose no action.
- [ ] 6 Outcomes feed back into signal, context and routing rules.

Next step

If you want to apply this framework to your current GTM system, the Signal Audit helps identify where signal visibility, context, activation, orchestration or learning may be breaking down.

Run My Signal Audit → riteshosta.com/signal-audit

Scan to run the Signal Audit

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