ARCBOUND

CONFIDENTIAL

[Dror Pockard]

BRAND STRATEGY · AUGUST 2026

Our recommended position, ethos, message, and content strategy. The thinking behind each call, and what it sets up.

The spine of the *strategy*

01 **Foundation**
The trouble call, what we heard, the DNA, the verified arc, the pattern, the goals, and the open ground.

02 **Audience**
The three readers, on one slide.

03 **Positioning & Ethos**
One position on two tracks, the archetype, the beliefs, the ownable idea, and the messaging architecture.

04 **Expression**
How the strategy sounds, and what it never sounds like.

05 **Content & Activation**
Pillars, channels, the company question, the three open decisions, and the roadmap.

06 **Appendix**
Newsletter names, none locked.

// The spine. Every section reflects Dror in his own words, then states our recommendation and why.

Nobody calls when things are *fine.*

“Dror is called only when there is trouble.” His words, and the shape of his working life.

The trouble takes familiar shapes: a diligence question before the money is wired, two founders at war, a company that sells across Europe but cannot get started in the U.S., a board suddenly accountable for AI. The calls come, but only from people who already know him. His judgment is proven inside that circle; beyond it, nobody knows to call.

The brand puts that reputation into public words, and makes him findable at the moment it matters.

WHY WE RECOMMEND IT

Every reader of this brand has made a call like these, or received one. Opening on a moment they already know earns the room before a single claim is made.

WHY IT'S IMPACTFUL

It turns what the inner circle knows into a public promise. Once that moment is named, every slide that follows reads as evidence that he answers it.

What we heard, and what it *means*

WHAT WE HEARD	WHAT IT MEANS
“They tried to take me to the AI insurance expert field… that's only one part of it.”	He has already made this decision. Insurance remains the deepest proof, while the position claims the wider ground he came to Arcbound for: technology transformation and decision-making.
“Look on the North Star that you create, and keep going towards it.”	He already speaks in this metaphor, and on July 6 he independently chose a North Star direction for his logo. The phrase belongs in his brand vocabulary.
“People can always do more and get better. And I can help them to make it happen.”	In a field crowded with strategy talkers, the focus on people is what sets him apart. Content leads with the human half of every transformation.
“My eagerness is not to write a book… I want to influence and to make an impact.”	The book grows out of the written body of work: an output of the platform, never the first move. This becomes open decision 03.
“Not very blunt, but not afraid to contradict typical things that we all believe are true.”	This sets the writing voice: direct and warm at once, happy to contradict the room, never trading in doom. Think Alex Karp's candor, kept polite.
“I am a global citizen. That's how I think.”	English-first and world-facing. Israel is home; the market is everywhere he has operated.

// Do not stop at the quote. Each finding earns its place by pointing to a decision.

The next stage, and the people to *carry* it

He takes businesses to their next stage, and gets the people to carry them there.

Follow the career and one move repeats. In the nineties, when re-engineering was the lever, he founded EY's consulting practice in Israel and grew it into Europe. When enterprise software became the lever, he pushed Amdocs into CRM. He ran the Telrad turnaround, built eGlue for the era of real-time decisions, carried Colibri into Industry 4.0, and opened the U.S. for Earnix. **The lever changed every decade: re-engineering, then software, then global scale, now AI. The move never changed. Name the destination, rebuild the company around it, and keep the people moving with it.**

The proof is the Clarify chapter. The push into CRM began as an argument to the leadership: **"we have to go into CRM, go and search."** The search ended at Clarify. He led the acquisition from Nortel, moved to California, and ran the business himself. Rather than fight Siebel head-on, he repositioned the entire operation around the telecom depth Amdocs already had, and **a $100M business with heavy losses became a profitable $300M business in about three years.** Inside Amdocs it is still called the best acquisition the company ever made. When he finally left for Israel, Tom Siebel offered him a job.

And our view of Dror's own next stage: from running one company at a time to shaping many at once. One or two board seats, advisory work and mentorship, and a body of public writing that puts his judgment in front of people he has never met. That is the chapter this brand is built to open.

WHY WE RECOMMEND IT

The field is full of people who describe transformation. His record is of running it, seat after seat, with the people still following at the end. One line holds every chapter without stretching.

WHY IT'S IMPACTFUL

It plants the brand on vocabulary he already uses, the next stage, so every post, bio, and talk points back to the same move.

Dror's *arc*

TEL AVIV · THE NAME

Dror means freedom

Named by his father for a best friend taken prisoner in the 1956 war, still held when Dror was born. Also the name of Israel's most common bird. He opens his own introductions with this.

THE FIRST ROOMS

Scouts, and a violin

A senior leader in Israel's national scouts, the first people who followed him. He played violin from age six to twenty-two, and still owns the instrument.

THE START

Information systems, then London

A start in information systems opened the door to EY: four years with EY Consulting in the United Kingdom.

1995–1998 · FOUNDER & MD

EY Consulting Israel

Invited back to open the firm's consulting practice in Israel, he founded and ran it, later expanding into Europe.

~1998–2004 · AMDOCS

The Clarify chapter

Pushed the company into CRM; led the acquisition of Clarify, Inc. from Nortel; President of the ClarifyCRM division, California. “I became a real CEO.”

JUL 2005 – 2006 · CEO

Telrad Networks

The turnaround seat: pivoting the fallen equipment icon toward services and integration. And the year he decided he was done with big companies: from here on, build what you can shape early.

~2006–2010 · CEO

eGlue

Joined two technical founders as the business half of a real-time decisioning company; backed a full change of direction mid-build; sold to NICE in 2010. The lesson he took from it appears later, with the beliefs.

THE 2010S · CEO & CHAIRMAN

Colibri, and the portfolio

CEO of Colibri Spindles (Industry 4.0 manufacturing, the hummingbird company); Chairman of three startups; roughly seven startups across the career, some successful, some not.

2018 · EARNIX, THE U.S.

Boston

Joined to take the company beyond Israel and Europe; Head of Insurance, North America, based in Boston.

NOW · CHIEF STRATEGY OFFICER

Back in Israel

The strategy seat: M&A, five-year planning, and transformation counsel to some of the world's largest insurers.

NEXT · THE REASON FOR THIS DECK

The portfolio chapter

Boards, consulting, mentorship, and the writing: the platform for that chapter is built here, before it is needed.

// Verified public record, roles stated precisely: President, ClarifyCRM division, Amdocs; CEO of Telrad Networks, eGlue, and Colibri Spindles; Chief Strategy Officer, Earnix.

The same three moves, every *company*

THE MOVE

Question the map

Every seat begins with the same act: asking whether the company is pointed at the right thing at all. CRM at Amdocs. The U.S. at Earnix. The question is never rhetorical.

HIS WORDS · *"I'm always questioning whether we're doing the right thing"*

THE MOVE

Change the course

When the answer says turn, he turns, in startups and inside giants alike, without ceremony and without fear of the room's reaction.

HIS WORDS · *"I was not afraid taking a decision to switch to another direction"*

THE MOVE

Carry the people

The move only counts if the organization arrives with him. Teams follow him between companies, a trait he traces straight to his mother.

HIS WORDS · *"people are going after me"*

Underneath these moves, in every conversation: freedom of thought as the engine, and a flat refusal to run anything he cannot influence.

// The filter for everything downstream: if a piece doesn't question a map, change a course, or carry the people, it isn't his.

Goals

YOUR GOAL · AUTHORITY

Voice First, Book Second

Stated goals 01 and 03: the thought-leader position, widened past insurance toward technology transformation and decision-making, and the book that grows out of it.

YOUR GOAL · THE PORTFOLIO

Boards, Consulting, Mentorship

Stated goal 02: the working chapter: one to two board seats, consulting, mentorship, paid opportunities on his terms.

YOUR GOAL · REACH

Global Network Expansion

Stated goal 04: a network beyond the people who already call: global, findable, referable at the moment of need.

Stated goal 05, a brand carrying his mission, vision, and values, is not a column. It is this document, and it underwrites the other three.

WHY WE RECOMMEND IT

We serve authority first because it manufactures the other two: the writing earns trust from strangers, trust becomes reach, and reach is what converts into seats and engagements.

WHY IT'S IMPACTFUL

Every unit of credibility accrues to his name, not his employer's, so the asset is intact whenever the next chapter starts.

The *crowded* field, and the *open* ground

Frame of reference: the transformation-and-AI advice field. We recommend the ground his record already holds: decision-first, people-first, calm on AI.

CROWDED

AI hype and futurism, forever selling a prediction.

AI doom, trading on the fear he is asked about every week.

Insurtech punditry that never carried a P&L.

The retired-executive memoir, facing backwards.

OPEN

Decisions before technology, practiced as a discipline.

The people half of transformation, from someone who has led these transformations himself.

Proof built in insurance, with lessons that carry far beyond it.

Calm about AI, precise about its mythology.

Open ground that his record has already earned.

WHY WE RECOMMEND IT

Hype is crowded and doom is crowded. The calm, decision-first space between them sits open, because very few people have run enough companies to claim it. Dror has.

WHY IT'S IMPACTFUL

A position built on thirty-plus years of seats cannot be copied by a commentator, so it compounds instead of eroding.

Who needs to *hear from you*

The CEO at the stage-shift

OUR FIRST READER · DECIDES

A CEO or founder of a scaling technology company at a threshold: crossing revenue stages, entering the U.S., choosing build, buy, or partner, suddenly accountable for AI. Global by default. The morning of his own discovery interview, a European VC called about a German portfolio company that sells at home and cannot crack the U.S.

The board member & the CSO

FOLLOWS · TRUSTS

The director weighing an independent seat, and the Chief Strategy Officer holding the seat he knows best. Both read for judgment they can carry into their own boardroom, and both check the record before they trust the voice.

The investor with a portfolio problem

REFERS · COMPOUNDS

The VC or PE partner who calls both before and after the investment: diligence on the way in, and rescue when a portfolio company is stuck, whether that means feuding founders, a technical founder without a business half, or a company at a transition it cannot make alone. The highest-signal referrer, and the most direct path to the board seats.

SMALLER BUCKET · SPEAKING

Conference organizers & insurance editors

The people who already know and quote him: the editors, the panel bookers, and the industry voices he shares stages with. **They amplify whatever he publishes, so this audience gets the full push once the website and the first months of writing are live.**

// We write for the one reader and let the rest listen in. The one reader is at a threshold with the phone in hand; Israel is home, the market is wherever he has operated.

E N T E R

[Dror Pockard]

The executive called at the turning point, who makes the decision clear, *then takes the company through it.*

Founder, CEO, Division President, Chief Strategy Officer: he has held every seat where the decision gets made. Boards, CEOs, and investors bring him the moments that determine the company: scaling past the threshold, entering the market that has refused them, choosing what to build, buy, or partner on, adopting the technology no one in the room fully trusts. Insurance is where the proof runs deepest. The ground he claims is wider: technology transformation, and the decisions that steer it.

SERIAL ENTREPRENEUR · SEASONED EXECUTIVE · TRANSFORMED INDUSTRIES AND BUSINESSES

His own panel introduction, kept verbatim. Founder of EY Consulting Israel. Seven startups. Chief Strategy Officer, Earnix.



WHY WE RECOMMEND IT

A stranger can repeat it back in one breath, and it holds the insurance proof without being fenced by it. Specific enough to be his; wide enough to survive the next chapter.

WHY IT'S IMPACTFUL

Positions spread when they fit in one sentence. This one also tells the reader when to pick up the phone, and that phone call is the moment the position pays off.

One position, two parallel *tracks*

The umbrella message carries the person. The board track expresses it for the reader who appoints directors. The same judgment powers both, and the two stay separable by design.

TRACK 01 · DROR, EVERYWHERE

The executive called at the turning point.

The all-encompassing message. It travels past insurance, past AI, past any employer, and carries the writing, the speaking, the consulting, and whatever he chooses to build or back next.

TRACK 02 · DROR, FOR THE BOARDROOM

The independent director who has held every seat at the table.

For the chair, the VC, or the CEO adding an independent: a director who has been Founder, CEO, Division President, and Chief Strategy Officer: one who asks the question the room is avoiding, reads the technology without being fooled by it, and weighs the people risk as seriously as the number.

OPEN DECISION · OUR ADVICE, HIS DECISION

Whether the board track leads with AI governance or with the scaling stage-shift. Our advice: lead with AI governance. It is the question every board is already asking him, it is what pulls new independent directors into the room right now, and his calm, operator's answer stands out against the pundits. The scaling record sits underneath as proof. The final say is his.

WHY WE RECOMMEND IT

The portfolio goal runs through one to two board seats. The second track aims the position directly at the one reader who grants them.

WHY IT'S IMPACTFUL

The umbrella survives every role change; the board track hands the appointing reader a specific “why him” they can repeat inside the meeting.

The Free Thinker, working as *a Steady Hand*

Dror's core is the Free Thinker. The name itself means freedom, and he runs on it: question everything, contradict the room politely, apologize when wrong. He lives it as the Steady Hand: the calm one reached for at the hard moment, who listens before he plans and plans before he moves.

THE FREE THINKER, AS A STEADY HAND

The template is older than the career. His mother, summoned to school over the Arabic lessons he kept skipping, recognized the teacher as one of her weakest former students, and told him: **now I understand why you're not going.** Do what's right. Say it politely. Don't fear the room.

"Luckily, I was right most of the time."

THE LISTENER

Every engagement opens the same way: talk with everyone, let them feel open to share, and only then build. That pattern is old too: as a young man he was the one companion his dying grandmother would allow, months of staying present when presence was the whole job.

WHY WE RECOMMEND IT

Nothing here was invented for the deck. Freedom is his name, the questioning runs through every conversation, and the steady hand is what the people who phone him are reaching for.

WHY IT'S IMPACTFUL

It sets the register for every writer: calm, certain, warm: contradiction with a smile, never heat, never a lecture.

The beliefs that drive *him*

Mission over money.

The board seat he says he would fight for is a brain-implant medtech that could return sight. *“100% the mission.”* He has quietly walked away from a reputable board after two meetings when the trust wasn't there.

Nobody calls when it's easy.

“It's the adrenaline, it's the challenge, it's the ability to help.” Sometimes he is more interested in solving it than charging for it.

Transformation is a people problem first.

“Even good CEOs need someone to manage the people. Otherwise they will hurt the company.”

Honesty, even when it costs the deal.

He told a German general manager that signing emails “Geschäftsführer” would end his Israel sales before they began. The man kept the title; Dror walked. *“If it means that I will not work, then I will not work.”*

Boredom is the enemy.

He is the first client in three years to name it outright; its opposite, for him, is action. *“If I'm bored, or I'm not really influencing, I have a problem. Literally.”*

Instincts, earned the hard way.

He once watched investors force a sale he believed came too early. The lesson he repeats: *“Go with your instincts… investors don't always take the company's perspective.”*

AI is the opportunity; the mythology is the risk.

“AI is a huge opportunity… people should not be afraid of AI. They just need to know how to manage it and implement it in the right way.”

WHY WE RECOMMEND IT

Seven convictions, every one in his own recorded words; none was written for this deck.

WHY IT'S IMPACTFUL

Every future piece gets tested against these seven. Anything that fits none of them is somebody else's content.

Vision & *Mission*

VISION the destination · stated positively

A business world that decides before it acts. Leaders who can name what they want to achieve. Organizations that carry their people through every change instead of losing them to it. And AI met with clear eyes: adopted as the opportunity it is, stripped of its mythology, pointed at work that moves the needle for people.

MISSION the engine · present tense

Dror helps companies and the people who run them make the defining calls: where to go next, how to scale, what to build, buy, or partner on. He then gets the organization moving behind the decision, starting every engagement at the goal, telling the truth even when it costs him the work, and putting his time where the mission is real.

WHY WE RECOMMEND IT

Both statements are built from sentences he already says (what do we want to achieve; move the needle), so he can deliver them without rehearsal.

WHY IT'S IMPACTFUL

One sentence to test every quarter of content against: if a piece doesn't serve the mission, it waits.

Core offering *statement*

Dror helps leaders decide, and then transform. Boards, CEOs, and investors bring him the decisions that determine the company's next stage: the scale-up that must change to keep growing, the market entry that has failed twice, the technology the room fears. He brings the wide angle, a plan built backwards from the goal, and thirty-plus years of getting organizations to carry the change. **The counsel is direct, the entry is humble, and he makes hard decisions following his values, even when it costs him the work.**

WHY WE RECOMMEND IT

It is his counsel described plainly: the moment, the question, the people. It depends on no employer, so it reads as the man, not the role.

WHY IT'S IMPACTFUL

Earnix is deliberately absent from the sentence. This is the copy that still works the week after any announcement, whichever week that turns out to be.

Starts with the *end* in mind

THE WIDE ANGLE → LISTEN TO EVERYONE → BACKWARDS FROM THE GOAL → ACT

His sequence, assembled from his own words across the July calls. It opens with the question he forces on every room: **“Wait, what do we want to achieve?”** From there it runs the pattern he has used in every seat: talk with everyone and let them feel open to share; build the plan backwards from the goal; then move, with the people carried along. The vocabulary he owns: **the wide angle, backwards from the goal, the North Star, freedom of thought.**

The sequence has already run at full scale. In 2018 he put the wide question to Earnix: half the world's insurance business is written in the U.S., so why are we not there? He then spent close to a year listening to carriers, analysts, and the market itself, and the plan came backwards from the goal. When the board said “hire someone, maybe you,” he took his own advice, moved to Boston, and opened the market himself. **“I will stand for what I preached.”**

WHY WE RECOMMEND IT

Plenty of advisors listen, and plenty plan. Almost no one is hired for the question before both, and no one else can claim this sequence with a market entry of that size behind it.

WHY IT'S IMPACTFUL

A reader can run the method the day they read it, and a method that gets used is a line that gets repeated in rooms he has never entered.

Messaging *architecture*

CORE MESSAGE

Start with what you want to achieve.

His sentence, said in every engagement and twice in our conversations. It sits above the industry, the technology, and the role: the discipline before every decision, and the idea every claim below hangs from.

KEY MESSAGE 01

Scaling makes you a different company.

PROOF

The question he answers over and over in private: what changes between zero and $10M, $10M and $100M, and beyond. Most leaders answer with more salespeople. He answers that each stage demands a different company.

KEY MESSAGE 02

The people carry the change, or it fails.

PROOF

His two named causes of failed transformation: nobody knew the real goal, and nobody rallied the people. Every seat he has held ran on the second.

KEY MESSAGE 03

AI is an opportunity wearing a myth.

PROOF

People name their chatbots and hear a mind in the machine. His lecture on AI and consciousness became a thesis he is still building, and a standing answer to the fear question: no, learn to manage it right.

// One core message, three supporting, proof under each. The same idea at any length, for every channel. Final phrasing locks in Dror's own words.

What it is, and what it is *not*

THIS BRAND IS

Counsel from the seat. Founder, CEO, Division President, Chief Strategy Officer: advice with a record behind it.

Decision-first. The goal named before the plan, every time.

People-first. He stays friends with everyone he has worked with, including the people he let go.

Calm on AI. The opportunity claimed, the mythology named.

Global. Three countries lived in, and a calendar of monthly border crossings.

Humble at the door. “I'm not trying to take your role” is how he enters, and it opens the room.

Story-driven. The proof arrives as a story, told once, told well.

THIS BRAND IS NOT

Hype or doom. This brand sells neither.

A stage act. Volume is not the register, and prophecy is not the product.

An Earnix feed. The company is a proud chapter, not the subject.

A retirement announcement. Nothing here discloses a departure.

Insurance-only. The industry is the proof, never the fence.

Blunt for sport. Contradiction, always polite: the mother's rule.

A memoir. The past appears as evidence, not as nostalgia.

// Two rules hold without exception, whatever the topic: the service period never appears, and politics stays out. Democracy is parked as the one possible exception, opened only if Dror himself decides to.

Dror's digital *voice* and tone

His voice is direct and warm at the same time. When he disagrees with the premise of a question, he says so politely, then proves the point with a story. He writes in short sentences and plain words, with no drama and no decoration: quiet confidence, on every channel.

SOUNDS LIKE YOU

“People are naming their chatbots. The risk isn't the machine; it's what we attribute to it.”

“The plan starts at the goal and walks backwards. If the goal has no name, that is the real problem.”

“You are wrong. I say it politely, and then we fix it together.”

DOES NOT SOUND LIKE YOU

“Thrilled and humbled to be named a Top Voice in Insurance AI!”

“AI won't replace you, but someone using AI will.”

“In an era of unprecedented disruption, transformation is no longer optional.”

// The full writing standard ships as a companion file, the voice guide. The test: if a line could have come from any brand, it does not post.

Dror's five content *pillars*

Five subjects, taken straight from the interviews and named in his own words. Every piece he publishes serves the core message and is written for the one reader.

01 The hard call — LINKEDIN · NEWSLETTER

Build, buy, or partner; product or services; enter the market or wait. How the decision gets made when the stakes are real. **These are the questions that reach his phone, and his Build/Buy/Partner draft is already written.**

02 A different company at every stage — LONG-FORM · TALK

Zero to $10M to $100M and past it: what must change, not just what must grow. **He has run this exact session for his own management team while the company crossed that line.**

03 The people carry the change — STORY POST · NEWSLETTER

Why transformations fail, and the half of the work most leaders skip. **No client in three years has put the team at the center of every answer the way he does.**

04 AI, without the mythology — POV ESSAY · KEYNOTE

What people attribute to the machine, what it actually does, and how to adopt it without fear. **“Should we really be afraid of AI?” is the piece he has already promised to write this month.**

05 Mission that moves the needle — STORY POST · SPEAKING

The mentoring bench, boards chosen for impact, technology pointed at people. **In every conversation, the mission answer came before the money answer.**

// Each pillar doubles as a story prompt: on the strategy call we collect at least one of his stories for every subject, and those stories feed the opening months of content.

Where it runs, and how *often*

CHANNEL

LinkedIn · weekly, then more

His one active channel: the profile, the articles, and the readers all live here, and he reads it the way they do. The engagement sets a weekly posting cadence with room to rise as the tone settles; the first posts draw on material he has already written.

CONTRACTED CADENCE

CHANNEL

Newsletter · monthly

The long-form home for the pillars, sent from Dror, not from any company. Launches with the site; name options wait in the appendix, none locked.

FROM DROR, NOT THE ROLE

CHANNEL

pockard.com · the base

He asked the fair question: does a website matter when LinkedIn is where he lives? His own footprint answers it. Nearly everything findable about him is wrapped in his employer's story, and the one property he owns sits blank. The site is not a replacement for LinkedIn; it is the owned home that the LinkedIn activity points into, and the one space no employer's branding can touch.

THE WEBSITE ANSWER

CHANNEL

Speaking & video · the reach surface

The circuit already knows him: panels with the insurance voices he respects, a conference lecture that became the AI Mythology thesis, an on-camera record that holds up. Every talk feeds the writing.

FEEDS → THE PILLARS

CHANNEL

The book · later, by design

The format he has named for the long run. The monthly writing does the early work, the strongest subjects surface, and the decision to commit gets made with evidence in hand. Open decision 03 sets the path.

BUILT FROM → THE PILLARS

// The cadence rises only when the voice is locked. Volume before voice is the one mistake this plan refuses.

The voice outlasts the *role*

SHORT TERM · NOW

Build now, announce nothing yet.

Everything in the plan is safe to publish from the seat he holds today. A sitting Chief Strategy Officer can write about scaling, decision discipline, and AI tomorrow without raising a single eyebrow, and nothing in it hints at a departure. The platform simply grows, quietly, under his own name.

LONG TERM · SEPARABILITY

The person carries the position across chapters.

When the transition comes, it lands on a standing platform: the announcement becomes one post in an established voice, not a launch. Earnix stays what it is on the record: a chapter he is proud of, and the position that showed him there was even more for his future to build.

// The sequencing of the disclosure itself is open decision 02, settled on the next slide, and always on his clock.

Four Decisions: Arcbound <> Dror *Collaboration*

01 The width of the claim

How far past insurance the umbrella reaches on day one. The interviews support the full ground: technology transformation and decision-making, with insurance as the deepest proof. The alternative is to lead with insurance for the first two quarters, then widen from there.

02 The disclosure sequence

What publishes before the departure is known, who hears it first, and whether the transition gets its own essay. The plan builds role-safe either way; the timing of the announcement is his alone.

03 The book's path

Corpus-first, or straight to manuscript. His own words argue for corpus-first (the eagerness is impact, not a book), and two of his existing book sketches, trust and the AI material, are already pillar subjects today.

04 How people will work with him

The products behind the position: what a board seat, an advisory engagement, mentorship, and a talk each look like in practice, what runs on mission and what runs on fees, and how an inbound request becomes a yes. On the call, we would like Dror to walk us through this one, and we will stand each offer up from there.

// We lean toward the full width now, a role-safe build with the announcement on his clock, and the corpus-first path: the pillars become the manuscript. On the fourth, Dror leads and we build from what he tells us.

Dror's roadmap: the platform, then the *portfolio*

0-3 MO	**Foundation live** Strategy locked today, with the Phase 1 visual identity in review this afternoon. pockard.com goes live with the voice guide behind it, and LinkedIn begins at the contracted weekly cadence, drawing on material already written.	SERVES → AUTHORITY
3-9 MO	**The body of work** The pillars rotate into a growing body of work. The newsletter launches under its chosen name. The AI material becomes a keynote and a speaker one-pager for the board and investor circuit. Everything stays role-safe.	SERVES → AUTHORITY, REACH
9-18 MO	**The portfolio opens** Board conversations become traceable to the platform, and inbound consulting begins with the writing rather than a personal introduction. The transition, on his clock, lands quietly on a platform already standing.	SERVES → THE PORTFOLIO, REACH
18-36 MO	**Compounding** One to two board seats held, an ongoing consulting practice, and a body of work deep enough to settle the book question with evidence: a name that stands for the turning point, independent of any employer.	SERVES → ALL THREE

WHY WE RECOMMEND IT

The plan runs his own method: built backwards from the portfolio chapter, with the goal named first.

WHY IT'S IMPACTFUL

Authority does the earning at every stage, so a delay in any one row costs time, never the position.

What happens *next*

01 Website copy

The words for the site, in his voice, from the pillars and the arc. Homepage first: it carries most of the effort and most of the value.

02 Design

Phase 1 visual identity, in review today at 12:30 ET: the pictorial mark from the July 6 direction, with North Star and Confluence in the running and no initials, in the navy, bright blue, and red-orange system.

03 The origin body of work

The Build/Buy/Partner draft, the AI Mythology material, and the photo set, all due from Dror into the shared folder now that the trip is over.

// The strategy call settles the open four. Everything else starts now.

Appendix: newsletter *names*

Eight starting points, generated only from his own lexicon. None locked.

01 The Wide Angle
The question before the answer.

02 North Star
The destination held in view, and the mark's likely symbol.

03 Backwards From the Goal
His method as a masthead.

04 Called In
Dispatches from the moments the phone rings.

05 The Next Stage
Scaling, stage by stage.

06 Freedom of Thought
The name he was given, kept as a standard.

07 Move the Needle
Mission, measured.

08 The Turning Point
Where the decisions live.

// Our lean: The Wide Angle, because it names the value a reader takes from every issue, and because it survives any role.

Strategy is a set of choices about what to do, and just as much, *what to refuse.*