

Measure the signal before the system carries it.

Enterprise execution is becoming faster, broader, and increasingly autonomous. Organizations already invest heavily in validating strategy, approving decisions, and managing execution. TRULT adds another measurement point: the structural integrity of the signal carrying strategic intent into execution.

ALIGNMENT What is held	DECISION What is committed	ACTION What carries it	CREATION What ultimately exists
---------------------------	-------------------------------	---------------------------	------------------------------------

A signal enters a system. The system carries it. An outcome is created. Action does not create the signal. It carries it.

WHAT TRULT MEASURES

Independent measurement before execution.

TRULT™ is an independent, deterministic pre-execution visibility platform that measures the structural integrity of the signal presented for execution across Alignment, Decision, Action, and Creation.

TRULT does not determine whether your strategy is right, infer motivation or belief, or prescribe action. It mirrors the signal presented for execution.

WHAT GOES IN

Strategic directives • Operating plans • Project and initiative briefs • Executive communications • AI and automation directives • Transformation initiatives • Cross-functional execution plans • Product and market deployment plans

WHAT COMES BACK

Signal Distortion Score™ + forensic diagnostic.

Every validated TRULT ingestion cycle produces a deterministic Signal Distortion Score™ (SDS) and forensic diagnostic, giving leadership visibility into the structural condition of the submitted signal.

SURGICAL	SDS ≤ 15% Structurally clean
DISTORTED	SDS 16-40% Material distortion present
VOID	SDS > 40% Distortion exceeds execution threshold

THE ECONOMIC CASE

Clarity has a cost.

The question is where you pay for it.

When an execution signal contains unresolved ambiguity, conflicting parameters, incomplete commitments, or structural distortion, the cost of obtaining clarity does not disappear. It moves downstream.

RE-INTERVIEW Teams return to leadership for clarification.	RE-LITIGATE Decisions are revisited and approvals repeat.	REWORK Work is re-scoped while capacity continues moving.	SCALE Automation can carry incomplete instructions farther.
--	---	---	---

ANOTHER DECISION POINT BEFORE EXECUTION

DIRECTIVE → MEASURE → CLARIFY → RECALIBRATE → RE-VERIFY → EXECUTE

Before capital moves. Before labor moves. Before automation scales.
Before variance becomes the first evidence.

WHY NOW

FASTER Automation compresses execution time.	BROADER Directives move across larger digital environments.	MORE AUTONOMOUS Systems require less continuous human intervention.	MORE SCALABLE A single instruction can propagate farther than ever.
--	---	---	---

The more powerful the system,
the more consequential the signal before it.

THREE WAYS TO BEGIN

Enter at the level that matches your current operating need.

TRULT provides three distinct entry points, from a complimentary view of historical operating conditions to deterministic measurement of an active signal and broader enterprise evaluation.

01 | CHECK YOUR EXECUTION

Enterprise Risk Index

A complimentary 3-5 minute assessment based on reported historical operating experience, including rework, decision latency, execution friction, repeated clarification, and operational deviation.

No document submission.

No TRULT engine processing.

No cost.

Historical Condition → Enterprise Risk Index

02 | MEASURE AN ACTIVE SIGNAL

Standalone Signal Audit™

Submit a live strategic directive, operating plan, project brief, AI directive, or other execution-ready signal for deterministic measurement through TRULT.

30-Day Engine Activation

Initial Baseline Audit

Up to 2 Iterative Calibration Runs

Signal Distortion Score™ + Forensic Diagnostic

Zero Enterprise System Integration Required

Organizations that move into an Enterprise Pilot within 30 days can apply the Standalone Signal Audit fee as a credit toward the pilot engagement.

03 | EXPAND PRE-EXECUTION VISIBILITY

Enterprise Pilot

Evaluate TRULT within a dedicated enterprise environment across a broader set of active organizational signals, teams, and workflows.

The pilot establishes an operational baseline, calibrates the TRULT environment to the operating context, and provides a dedicated workspace for ongoing signal submission and measurement.

No API connection to existing enterprise systems is required.

Operating Environment → Ongoing Pre-Execution Measurement

CHECK YOUR EXECUTION | REQUEST A SIGNAL AUDIT | DISCUSS AN ENTERPRISE PILOT

**The signal comes before the system.
The standard is alignment.**

TRULT™ • trultit.com • info@trultit.com



VISIT TRULT