



Pattern Confirmation

Match requirements to validated patterns and proven solutions.

Pattern Confirmation is the control point where the organization determines whether an opportunity should be assembled from existing service patterns, adapted from proven models, or treated as strategic custom work requiring additional authority.

WHAT IT MEANS

Requirements are tested against reusable offers, reference architectures, delivery playbooks, prior outcomes, staffing models, and known constraints before the organization builds from scratch.

WHY IT MATTERS

Services firms scale when they stop reinventing every deal. Pattern confirmation turns experience into leverage and helps sales, practice, pricing, and delivery operate from shared evidence.

COMMON BREAKDOWNS

- Every deal is treated as new even when similar work has been delivered before.
- Practice patterns exist but are not required during proposal formation.
- Custom promises bypass validated architectures or delivery methods.
- Prior delivery lessons do not shape current solution decisions.

WHAT LIFECYCLE OS CONTROLS

- Pattern match against validated offers and architectures.
- Practice authority over reusable service patterns.
- Exception paths for custom or unproven work.
- Evidence links to prior delivery outcomes and assumptions.

EXECUTIVE QUESTIONS

- Are we assembling from proven patterns or rebuilding under pressure?
- Who has authority to approve pattern exceptions?
- Do prior outcomes influence current solution design?

OPERATING SIGNAL

If a proposal cannot point to the pattern it is based on, the organization is likely selling custom work under a standard label.



SELL WHAT IS ON THE TRUCK

Use pattern confirmation to improve repeatability, protect delivery quality, and reduce unnecessary custom work.

NEXT STEP

Use this brief to identify where the lifecycle needs stronger control, clearer authority, or better learning.