

The team-alignment *test*.

Three people on the team independently write a one-sentence answer to: what is this product for? No collaboration. Compare the answers next week, not today. The differences are the conversation worth having.

01 · THE EXERCISE

Three answers, written independently.

PERSON 1

PERSON 2

PERSON 3

02 · WHEN YOU COMPARE

- Where do the answers differ — at the verb, the audience, or the outcome?
- Which difference is the most expensive to leave unresolved?
- What is the single underlying question that, if answered, would close most of the gap?