

The three-feature *audit*.

Pick three features you would remove tomorrow if you had to. Write the case for removing each, out loud, to someone who does not work at the company. Notice which ones you cannot defend.

01 · THE EXERCISE

Feature to remove, and the case for removing it.

ONE

TWO

THREE

02 · NOTICE

- Which case was easiest to make? Why?
- Which one stuck in your throat? That is the signal.
- If you took the case to the team, who would push back hardest — and on what?