The Contrast Protocol

Pre-Meeting Checklist — Chapter 9 Play

KEYSTONE TEMPLATE — INCLUDED IN BOOK

The Contrast Protocol is a preparation discipline, not a confrontation tactic. You show up so thoroughly prepared that any lack of preparation from opponents becomes self-evident. The room sees the contrast. You never have to narrate it.

MEETING DETAILS

MEETING / PRESENTATION

DATE & TIME

KEY AUDIENCE

STRONGEST ANTICIPATED OBJECTOR

72 HOURS BEFORE

☐ Scope confirmed in writing with meeting organizer

☐ One concrete metric from your work prepared (specific number, specific impact)

☐ One external benchmark prepared (industry movement, competitor activity, research data)

☐ One specific question prepared for the strongest objector: "What data is informing that concern?"

24 HOURS BEFORE

☐ Code freeze (if demo). No changes, no fixes. Testing only.

- [ ] All failure modes mapped. Talking points prepared for slow spots, loading times, edge cases.

- [ ] Backup plan ready if technology fails (screenshots, recorded walkthrough, static slides).

MORNING OF

- [ ] Physical activity completed. ADHD brain reset.

- [ ] Final run-through completed.

- [ ] 10-minute meditation or quiet period before entering the room.

IN THE ROOM

- [ ] Lead with the metric, not the methodology.

- [ ] Let the demo speak. Narrate less than you want to.

- [ ] When challenged, respond with data. When dismissed, continue presenting.

AFTER THE MEETING

- [ ] Update Decision Log with any objections, blocks, or shifts.

- [ ] Note any new stakeholder positions for Resistance Audit update.

- [ ] Document any commitments made (by you or by others) with dates.