SAMPLE · FICTIONAL CLIENT · FIGURES ILLUSTRATIVE

Follow-Through – Month 1 of the Brightfold plan (October 2026)

After launch: is the plan on track, and what needs correcting?

Tracking Brightfold Electric's 30/60/90 plan from its Strategic Landscape Assessment. Status as of October 31, 2026.

AMBER

Plan health: Amber, holding. The 30-day steps are mostly done and leads are up, but copper costs hit their trigger and one senior electrician is being courted. Margin, not demand, is the risk this month.

1 · Milestones from the 30/60/90 plan

Step	Action	Owner	Due	Status	Note
30	Start the call log on every call	Office manager	Oct 15	Done	98% of calls logged; lead source now visible
30	Ask every finished job for a Google review	Crew leads	Oct 31	Done	+31 reviews; rating 4.8
30	Claim the EV charger ad terms	Owner	Oct 31	Slipping	2 of 3 terms won; "EV charger install" bid lost to Corvane
60	Launch east-side truck and door-hanger message	Owner	Nov 30	On track	Truck wrap booked Nov 12; 2,000 hangers printed
60	Package a fixed-price panel + charger offer	Estimator	Nov 30	Blocked	Held until copper re-pricing is settled (see section 3)
60	Pull permit data	Office manager	Nov 30	On track	City data request filed Oct 20
New	Grid rules: crews certified (from the Brief)	Owner	Feb 15	On track	Brief sent Oct 28; decision due Nov 6; 4 training seats held for January
90	Close rate by area; home-show booth; reset targets and hiring	Owner	Dec 31	On track	Booth deposit paid

2 · Results against target

Qualified leads / month
74 ▲
Target 70 · last month 58

Quote win rate
41% ▲
Target 45% · last month 37%

Average job margin
21% ▼
Target 25% · last month 23%

East-side jobs booked
29 ▲
Target 25 · last month 19

3 · Outside factors flagged by Monitor: effect on the plan

Factor	Trigger	This month	Hit?	Effect on the plan
Copper wire price	Supplier list up 5% or more	Up ~8% from Dec 1, confirmed	HIT	Fixed-price offer blocked until re-priced
Grid connection rules	Final rules published or start date moves	Still draft; consultation closes Nov 20	No	Certification on track for Mar 1
Journeyman labour market	Job ads up 20%+ or an offer to our staff	Ads up ~15%; one senior hand approached	HIT	Retention bonus brought forward
Calgary rival's Red Deer branch	Bids on our light-commercial accounts	Open, advertising; no bids seen	No	None yet; keep watching

Adjustments made: re-priced the 3 open Q1 quotes and locked wire pricing to Dec 31; moved the retention bonus for certified crews from January to November; shifted $600 of ad spend to the two EV terms won.

Decisions needed from Brightfold, by Nov 10: approve the new fixed-price offer at the re-priced level ($150 higher) to unblock the 60-day step; approve the retention bonus for two senior electricians.

Next review: November 30, 2026, Month 2 of the plan. Watching the final grid rules, the copper list for January and the east-side launch.

Sample only. Brightfold Electric, its rivals and every figure in this Follow-Through report are fictional and illustrative, not reported fact. Damocles Edge · Intelligence Solutions · Scan · Brief · Execute · Monitor · michael.dabels@damoclesedge.com