EXECUTIVE PRESENTATION AND HANDOVER PACKAGE

Everything EKU keeps has one home and one owner

Work without an owner goes stale in a quarter.

> *Who opens which file, and how often?*

Handover of 30 September 2026

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Each area has one owner

Area	Owner at EKU (role)	What the owner does	Main file
Positioning and approved language	Leadership	Approves any change to the glossary; decides public use of the category term	Approved language
Website, profiles, content	Marketing lead with the web administrator	Runs the 42 changes and the weekly content	Website change plan

Cases and press	Marketing lead; engineering lead as technical gate	Publishes cases, sends pitches from an EKU address	Press target map
Battlecard and sales play	Sales lead for Power Generation	Keeps the battlecard current; trains sellers with the session kit	Battlecard
Radar	Marketing lead runs it; engineering lead validates	Thirty-minute sweep every Monday	Radar update and routine
Measurement	Analytics owner	Marks key events; adds the monthly column	Baseline table
Revenue map and priorities	Leadership	Confirms inputs; re-ranks each quarter	Revenue map note

The workbooks hold the data behind the pages

Workbook	What is inside	Use it to
XLSX **Handover workbook**	Sheets for assets, execution and measurement: asset map, roadmap, priorities, scoreboard, the matrix, KPI baseline, rivals, radar, the 42 website changes, the crawl, corrections, instruments.	Assign owners, track status, add monthly columns.
XLSX **Evidence Pack v1.1**	The August evidence with source, date, scope and limit for every figure, plus the closing reading.	Answer "where does this number come from?".
XLSX **AI baseline tracker**	The 37 locked prompts, the capture protocol and the capture sheet.	Run wave 1 and every later wave under the same conditions.
CSV **Closing reading, raw**	The five-company reading of 30 September.	Audit the closing column.

The actions that open the first two weeks

1. Leadership returns the field case with corrected figures.
2. Leadership confirms the technical wording with engineering: twelve message lines, nine compatible brands and the five layers of the diagram.
3. Leadership confirms the revenue-map inputs in writing or shares the CRM export.
4. The web administrator grants editor access to the website, analytics and social accounts; an EKU address is created for press contact.
5. The analytics owner marks the key events and saves the 30 September numbers as the baseline.
6. Leadership names the owners for the four lines of work and sets the December review date.

Detail, steps and supports: priority stack.

Repository map

Folder	The question it answers	Items
00 Executive summary and decision brief	What the program changed, what leadership saw, and what happens next.	**12**
01 Commercial landscape, radar and battlecard	Who EKU competes with, what they moved this month, and what sales says about it.	**8**
02 Buyer segments and field voice	Who buys, who decides, what they ask, and what the sellers hear in the field.	**8**

03 Digital authority - baseline July and closing reading September 2026	Where EKU is found today, measured with the same ruler in July and on 30 September.	**6**
04 Positioning and approved language	The umbrella brand, the words EKU uses, and the words it retired.	**3**
05 Messaging system and on-page pack	What each audience hears, and the text blocks ready to paste on the website.	**3**
06 Channel and digital architecture	Where the message lives: the website structure and the 42 changes in order.	**5**
07 AI and search content - briefs, cases, FAQ	What to publish so that search engines and AI assistants can quote EKU.	**7**
08 Partner and distribution map	Packagers, engine makers and the market clock to 2029.	**3**
09 Revenue opportunity map	Where the revenue is, ranked by value and time to close.	**2**
10 Roadmap and operating plan	Twelve months of work: what, who, how, with which file, and what for.	**3**
11 Priority stack	What comes first, who owns it, and what to do with the result.	**2**
12 Handover - KPI board, ownership map, next actions, sources	Who owns what from 1 October, the data workbooks and every source.	**12**

Sources and instruments

Every instrument, with its scope, dates and limits, is listed once, on the baseline page.

CLOSING

Strategic conclusion

What EKU keeps: one language, a proof plan, pages ready to paste, a sales play and a ruler to read every month.

Commercial implication

The installed base is the fastest revenue. The new-buyer route opens only when proof is published and pages speak buyer language.

Recommended use

Import the thirteen folders as they are. Update folders 01, 03 and 12 monthly. Never edit a delivered file; add a dated version beside it.

Validation status. The revenue map ranks on leadership's estimated ranges. Leadership writes the names on the roadmap. Case figures under correction. Everything else delivered and accepted in session.
