HANDOVER · LEADERSHIP DECISIONS

The work goes on. Each decision opens one more page.

An unanswered question does not stop a team. It quietly picks the default for them.

> *Which of these would you rather decide than inherit?*

From the leadership sessions of July to September 2026

WHAT YOU ARE SEEING

Seven forks in the road. At each one the work continues on the recommended path until leadership says otherwise. A different answer changes a page, not the plan.

● Green chip: the recommended option ○ White chip: the other options

1 · Does "Power Asset Readiness" go on the home page?

Public now | Keeps organizing the content only | **Recommended: Public once one case is live**

Why. A new category name with no proof under it reads as a slogan. With one case next to it, it reads as a result.

What it opens. The home page headline and the pillar page of the learning center.

Read more: Approved language

2 · Do comparison pages name Caterpillar?

Name it | **Recommended: Compare architectures, no brand**

Why. Caterpillar competes with Maximus on site control and is also a channel and a brand on EKU's compatibility list. An unnamed comparison captures the same searches without picking a fight.

What it opens. The comparison content planned for the second quarter of the plan.

Read more: Battlecard

3 · Are data centers a named segment?

Yes | No | **Recommended: Yes, with one validated proof**

Why. The investor material already opens with data centers, and EKU's platform presentation describes a battery plant for one. A page without a proof would promise more than it shows.

What it opens. The data-center page and its content brief.

Read more: Radar update

4 · Is the mining positioning sentence approved?

Recommended: Approve | Change

Why. "EKU helps mining operators cut fuel burn, unnecessary engine hours and operating cost by retrofitting idle-management controls into selected equipment already in service." It claims nothing engineering has not validated.

What it opens. The mining annex and the regional landing page.

Read more: Partner and distribution map

5 · How is the mining delivery partner described?

"Exclusive, mining", as the press release says | "Partner, Africa", as said in session

Recommended: Not named until both sides confirm in writing

Why. Two sources describe the relationship differently. A partner page that the partner would word differently is worse than no page.

What it opens. The partner page.

Read more: Partner and distribution map

6 · Which product names are public?

Recommended: Decide per product: public, internal or retired

Keep the current public names as they are

Why. Four product names (Vulcan, Helios, Heidi and Cerberus) appear in EKU's documents without a clear place in the website's product structure. One collides with home heaters in search results. Another, Helios, has a live page that drew 43 impressions and no clicks since November 2025, all from people looking for other products of that name (Search Console, read 1 October 2026).

What it opens. The product structure of the website.

Read more: Website health

7 · Two house rules

Recommended: A product name never stands alone as a page title or a search term

Recommended: Spanish editions of the battlecard and the field voice for three sellers

Why. "Maximus" alone returns another brand for seventeen results. And three sellers work in Spanish while the repository is English.

What it opens. Page titles, target terms, and real use in Argentina, Chile and Bolivia.

Read more: Field voice

CLOSING

Strategic conclusion

None of these decisions stops the work. Each one opens a page that waits for it.

Commercial implication

The two that move revenue first are the data-center segment and the category name on the home page.

Recommended use

Leadership answers in one sitting, one line each. The marketing lead updates the pages that week.

Validation status. Options and recommendations by Kanbina Lumina, from the leadership sessions of July to September 2026. The recommended option is a Working Hypothesis until leadership answers.
