A9
TOOL

THE INNOVATION CODEX · TOOLKIT

Go/No-Go Gate

Purpose. Reach a formal, evidence-based launch decision using criteria agreed before the results arrive.

What it captures. For each dimension, the threshold, the observed result, and the pass/fail call, followed by the decision, the owner, and the next review.

When to use it. At a pilot-to-rollout checkpoint, to prevent zombie projects from drifting forward.

Common mistake. Negotiating the thresholds after the results arrive. Project Swift fixed its thresholds first, so the decision turned on whether the evidence cleared the bar rather than on who argued most persuasively.

Decision rule. A failed criterion defaults to hold or stop, not scale. Only a documented, owned exception with a defined retest justifies a scale past a missed threshold; an undocumented override is how zombie projects survive.

Fix thresholds before the results arrive. **A failed criterion defaults to hold or stop, not scale.** Only a documented, owned exception with a defined retest justifies a scale past a missed threshold; an undocumented override is how zombie projects survive.

Ethical gate

Does the initiative hit a Red Line on the Ethical Risk Canvas?

◯ Red Line ◯ Clear

Evidence criteria

Adoption

Threshold (agreed beforehand) *e.g., at least 80 percent of returns completed without a manager.*

Observed result *What the evidence showed*

Call

◯ Pass ◯ Fail

☐ **Documented, owned exception with a defined retest** *required to justify a scale past this miss*

Exception owner, rationale, and retest

Customer experience

Threshold (agreed beforehand) *e.g., completion at or above 80 percent and NPS no lower than baseline.*

Observed result *What the evidence showed*

Call

◯ Pass ◯ Fail

☐ **Documented, owned exception with a defined retest** *required to justify a scale past this miss*

Exception owner, rationale, and retest

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Technical

Threshold (agreed beforehand) *e.g., defect rate not materially above baseline on current hardware.*

Observed result *What the evidence showed*

Call

◯ Pass ◯ Fail

☐ **Documented, owned exception with a defined retest** *required to justify a scale past this miss*

Exception owner, rationale, and retest

Business

Threshold (agreed beforehand) *e.g., support tickets reduced.*

Observed result *What the evidence showed*

Call

◯ Pass ◯ Fail

☐ **Documented, owned exception with a defined retest** *required to justify a scale past this miss*

Exception owner, rationale, and retest

Decision and owner

Decision *scale, hold, or stop; a failed criterion defaults to hold or stop*

◯ Scale ◯ Hold ◯ Stop

Decision owner *e.g., operations lead*

Next review *e.g., the first rollout wave*

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