

Assess contribution across four dimensions rather than feature delivery alone.

Person and Role

Review Period

Learning and De-risking

Experiments run, assumptions tested, risks retired. A well-evidenced Wise Kill counts as a contribution.

Collaboration and Influence

How the person shaped decisions and made others' work visible.

Ethical Responsibility

Harms flagged, agency preserved, Red Lines respected.

Stewardship

Scarce capacity protected; cheaper paths to the same evidence.

Wise Kills to Credit

Stopped work, with the evidence that justified stopping.

Summary and Development Actions

Decision rule. Count a well-evidenced Wise Kill as a positive contribution, on par with a successful launch. If stopping the wrong work cannot help someone's review, no one will stop it.