DATAMORROW

A CONCRETE EXAMPLE OF THE WORK

From the business question to the market plan.

How Datamorrow connects outside-in research, strategic direction and practical activation.

An example from proposal-stage graduate-business work involving GSU Robinson College of Business, with GW School of Business examined in the competitive landscape.

“It’s hard to read the label from inside the jar.”

Organizations know their business from the inside. We examine what buyers can see, what alternatives offer, and what might be missing before leadership makes a consequential decision.

01 / UNDERSTAND	02 / RECOMMEND	03 / ACTIVATE
The actual decision	A sharper direction	A plan to test

See clearly before you decide.

WHAT WE DO

Better decisions before expensive commitments.

A client often arrives with a request. Our job is to clarify the decision behind it, examine the evidence, and show what deserves action.

THE REQUEST

"We need more qualified graduate students."

THE DECISION UNDERNEATH

What would make the right students see the value, trust the proof, and take a useful next step?

1 Bring the question

Define what leadership must decide before it commits resources.

2 Pressure-test evidence

Review the organization, comparable offers, prospective audiences and relevant patterns.

3 Shape the direction

Identify the strongest promise, supporting proof and strategic alternatives.

4 Plan the next move

Outline who to reach, what to say, where to test and what to measure.

Our intelligence system: current public and specialist evidence, relevant patterns from 10,500+ strategic artifacts, Cultural Intelligence Frameworks® and senior strategic judgment.

The deliverable is a decision-ready recommendation—not simply an AI answer.

THE PITCH CONTEXT

Why we examined GW School of Business.

The analysis grew from a real new-business setting as Datamorrow prepared a proposal related to the graduate-business market.

WHERE THIS WORK CAME FROM

While developing a proposal for an organization working with Georgia State University's J. Mack Robinson College of Business in Atlanta, we studied other graduate business schools to understand the choices prospective students face.

GW School of Business became one of those external comparison examples.

WHAT THE OUTSIDE-IN ASSESSMENT SURFACED

Competition is broader than location

Georgetown, American/Kogod, Howard and lower-priced online programs offer credible alternatives to working professionals.

The real buyer weighs trade-offs

Career relevance, teaching format, time, total investment and practical support matter—not only reputation.

The strongest promise must be experienced. A claim about business, technology and policy is more convincing when a professional can see those disciplines working together on a real decision. That is a strategic opportunity to test—not an assumed enrollment outcome.

THE STRATEGIC QUESTION

What would help a working professional understand why GW is worth choosing—and why the time and financial commitment make sense?

THE STRATEGIC RECOMMENDATION

Make the next responsibility the reason to engage.

Rather than opening with a list of programs, start with the larger decisions professionals are being asked to make.

PROPOSED MESSAGE TERRITORY

Expertise got you here. Lead what comes next.

LEAD ACROSS BUSINESS, TECHNOLOGY AND POLICY.

CHOICE

Show which MBA or AI program pathway fits the professional's next responsibility.

PROOF

Make the learning experience tangible through credible cases, people and work.

COMMITMENT

Clarify time, format, financing and a useful adviser conversation before the ask.

SAMPLE RECOMMENDED EXPERIENCE

The "Decision Room" — a proposed 35-minute working session

Participants consider a realistic business question involving AI-enabled services, then examine how financial, technology and policy perspectives change the decision.

5 MIN	15 MIN	10 MIN	5 MIN
THE CHOICE	THREE LENSES	REAL-WORLD VIEW	PROGRAM FIT

Proposed strategy and experience developed for the proposal context; institutional review would precede activation.

BEYOND THE INITIAL STRATEGY

Media becomes a sequence of decisions—not a channel list.

We took the messaging direction further: a connected, 90-day media hypothesis shaped by what a prospective student needs at each point.

AUDIENCE MOMENT	MEDIA / CONTENT ROLE	USEFUL NEXT STEP
01 RECOGNIZE	Streaming audio and short video introduce the bigger career or leadership question.	**Consider relevant study.**
02 EXPLORE	LinkedIn and professional media make the benefits and pathway differences clear.	**Compare MBA / AI paths.**
03 BELIEVE	Faculty, alumni and a proposed Decision Room make the claim tangible.	**Examine proof and experience.**
04 PLAN	Search and program-fit content answer cost, format, eligibility and time questions.	**Speak with an adviser.**
05 ACT	A defined admissions route and permissioned follow-up support progression.	**Qualified application.**

Illustrative 90-day working-media budgets—not Datamorrow fees or approved purchases. A focused test could expand as evidence warranted:

FOCUSED	BASE	EXPANDED
$30K	**$75K**	**$150K**

WHAT LEADERSHIP RECEIVES

A clear recommendation—and an actionable next step.

The example shows how one research approach can produce more than a diagnosis. It connects strategic choices to what people will see and what an organization can test.

The outside-in read

Competitive landscape, public proof, audience tensions and unanswered questions.

The strategic direction

Priority audience, positioning territory, message architecture and practical proof.

The activation blueprint

Which media and experiences could support each step in the decision journey.

The learning plan

Proposed tests, budget choices, responsibility and measures of qualified movement.

ONE OPERATING SYSTEM | MORE THAN ONE ENGAGEMENT

Find the decision. Pressure-test the evidence. Shape the direction. Learn from the market.

How clients begin: Complimentary Strategic Signal Mirror → $2,500 Strategic Decision Snapshot → Strategic Intelligence Engagements from $10,000.

This selected-work example arose from proposal-stage competitive research for a potential partner working with GSU Robinson College. The strategy and media recommendations were developed from public evidence; any activation would require client validation and authorization.

EVIDENCE + INTELLIGENCE BASIS

What informs the perspective.

The public record establishes program choices and competitor propositions. Datamorrow connects that evidence to relevant intelligence, human decision factors and senior strategic judgment.

THE ORGANIZATIONS AND THE BUSINESS QUESTION

Georgia State University's J. Mack Robinson College of Business was the focus of a proposal-stage opportunity. **GW School of Business** was examined as a competitive reference alongside regional and online alternatives. The question: what would help working professionals understand the value, fit and investment of graduate-business study?

01 / PUBLIC EVIDENCE

Program options, learning formats, tuition, financial-aid information, published experiences and visible proof from GW and its peers.

02 / ACCUMULATED INTELLIGENCE

Relevant patterns from 10,500+ strategic artifacts and cross-category analogs inform which claims to examine and which choices to compare.

03 / CULTURAL & BUYING LENS

Cultural Intelligence Frameworks® and buying-belief research examine trust, career identity, time, cost and reasons to act. These are hypotheses, not surveyed preferences.

04 / SENIOR JUDGMENT

Evidence, interpretation and strategic alternatives are weighed before recommending a messaging territory, a proposed Decision Room and a testable media path.

HOW THE OUTSIDE VIEW CHANGES THE QUESTION

The initial request: "We need more qualified graduate students."
The decision to examine: What makes the right prospect see the value, trust the proof, and take a useful next step?