

Forecasting on evidence, *not feelings.*

What MIQL is, what the audit does, and how to start in five minutes.

The Five Movements

MIQL is a forecasting framework with five letters. Each one names a kind of evidence a deal must show before it can be forecasted with confidence.

| | | |
|----------|----------|---|
| <i>O</i> | Outcome | What is the buyer trying to accomplish, in their words? |
| <i>M</i> | Maps | Does the mutual action plan show the buyer participating, not just receiving? |
| <i>I</i> | Insight | Did we earn access by bringing the buyer something they did not already know? |
| <i>Q</i> | Quantify | Has the cost of inaction been priced, by them, in their numbers? |
| | | |

L Leadership

Are we linked title-to-title at the altitude this deal requires?

The 2 > 1 > 0 Audit

For each pillar, score the deal honestly.

2

EVIDENCE CONFIRMED

Buyer adopted it. Owned by them, in their words.

1

NOT YET ADOPTED

You did the work. The exercise happened. Adoption isn't there yet.

0

NONE

No exercise, no insight, no outcome.

Add the five scores. The total maps to a forecast category: Pipeline, Best Case, Most Likely, or Commit. Two structural rules apply.

- Outcome at 0 caps the deal at Pipeline. No exceptions. If we don't know what they're trying to accomplish, we are shopping, not selling.
- Outcome at 2 plus Leadership at 2 unlocks an Executive-Led path. The deal can move on the strength of the relationship even when other pillars are thin. The leader's name is on it.

How to start

Open the audit at miql.com/audit. Pick your role. Score one live deal. The audit returns your MIQL score, your forecast category, and coaching for what to do next. Save the score. Come back to it next week. Watch the trajectory.

If the score climbs, the deal is real. If it stalls, the next conversation is named for you.