

The Reactive → Proactive → Predictive Framework

Most commercial teams operate reactively. A deal slips and you respond. A competitor moves and you adjust. A forecast misses and you explain. Reactive is survivable. It is not scalable.

Proactive is the next state. You instrument the leading signals. You stop waiting for problems to surface and start hunting for them. Forecast accuracy improves because the inputs are no longer guesses.

Predictive is where Mi6 takes you. The system reads what is coming next — which deals will move, which stakeholders are rising, which signals are real. Decisions are evidenced. "I think" becomes "I know."

The shift between the three is not a single intervention. It is a capability you build — through methodology, through operator discipline, and through a platform that holds the read week over week.

This is the spine of every Mi6 engagement. Bootcamp, advisory, managed services, and the Mi6 Intelligence Platform all run on the same progression.