

E: Andrew@mosaicadvisory.net

M: +44 (0) 7770 179229

W: mosaicadvisory.net



PITCH VS FIX

Quick Diagnostic

Five questions to help you decide whether to back, fix or change an agency relationship, or clarify the evidence first.

Five-minute first pass. Discuss each question using recent examples. Mark the best description of the evidence. Do not add up the marks.

#	Question	What to examine	Mark one
1	What is actually wrong?	Delivery, scope, commercials, trust or future capability.	☐ Sound ☐ Concern ☐ Fundamental
2	Can the agency support what comes next?	Required capability, scale, data, technology, talent and appetite to adapt.	☐ Sound ☐ Concern ☐ Fundamental
3	Is the partnership still viable?	Trust, candour, senior confidence and willingness on both sides to improve.	☐ Sound ☐ Concern ☐ Fundamental
4	What is the client contributing?	Briefs, approvals, ownership, stakeholder alignment, scope and expectations.	☐ Sound ☐ Concern ☐ Fundamental
5	Has a serious fix been attempted?	A clear problem, changes on both sides, owners, measures and a review date.	☐ Sound ☐ Concern ☐ Fundamental

Pause if the evidence is weak. If people cannot agree on the problem, its ownership or the evidence, choose *Clarify first* before committing to renewal, reset or pitch.

Evidence or examples behind your marks

Note the three examples that matter most

1.

2.

3.

Check the issues that carry more weight

A difficult meeting or general dissatisfaction is not a red line. The issue must be verified, material and unlikely to be corrected in the time available.

	Critical red-line check
☐	A capability or scale gap cannot be bridged in time.
☐	Performance has failed after a clear, fair and measured corrective plan.
☐	A verified trust, conduct, safety, data or conflict issue leaves no realistic recovery path.
☐	The commercial or operating model, senior confidence or agency commitment cannot be made viable.

Choose the route

Route	When it fits	Immediate action
Back it	The partnership is working and remains fit.	Record why, protect the strengths and agree any renewal conditions.
Fix it	The relationship is viable, but specific issues need attention.	Set a short reset with owners, measures and a review date.
Change it	A structural problem is verified or a fair fix has failed.	Define the requirement and begin a proportionate partner search.
Clarify first	The evidence is incomplete, contradictory or mainly anecdotal.	Resolve the facts and ownership before choosing a route.

Record the decision

Decision point	Your note
Problem to solve	
Strongest evidence and ownership	
Chosen route and why	☐ Back it ☐ Fix it ☐ Change it ☐ Clarify first
Next action, owner and review date	

The full framework explains the evidence behind each question. Mosaic can also facilitate the deeper Working Diagnostic where a leadership or procurement team needs to examine the decision together.

Andrew Livingston · Founder, Mosaic Advisory

Andrew@mosaicadvisory.net | +44 (0) 7770 179229 |