

The Contour Method

AI-Assisted Decision Making for Knowledge-Intensive Organisations

Every organisation already knows what it needs to know. The problem is that this knowledge is trapped: in the heads of key individuals, in disconnected systems, in documents nobody can find, and in processes that depend on people being in the room.

Artificial intelligence does not solve this problem. Not on its own. Generic AI tools are powerful, but they are also undifferentiated. Everyone has access to the same base capabilities. The competitive advantage is not the technology. It is the context.

We map the contours of an organisation's knowledge and turn it into permanent, accessible, decision-grade intelligence.

The Contour Method

The Contour Method is a structured approach to building organisational intelligence systems. It operates across three layers: a philosophy, a maturity framework, and an operational process.

Philosophy	Context is the competitive moat, not the AI. As AI capabilities proliferate, the differentiator is how deeply an organisation has structured and embedded its own knowledge. Your context is your moat. Not the tools.
Framework	The Ring Model describes how organisations mature through layers of contextual depth, from public data on the outside to autonomous decision capability at the core. Each ring represents both a level of intelligence and a commercial engagement step.
Process	The SASHA Method is the operational process by which context is engineered and reasoning is controlled. Two phases: map everything the organisation already knows, then apply AI with evidence and boundaries.

The Ring Model

Value increases as you move inward. Defensibility increases as you move inward. Each ring is a commercial step.

Ring	Layer	What SASHA Understands	Commercial Step
Outer	Public Context	Your sector, market, competitors, regulation	Scope
2	Organisational Knowledge	Your proposals, projects, internal documents	Land
3	Proprietary Methodology	Your frameworks, models, professional standards	Expand
4	System Integration	Your CRM, databases, live data sources	Embed
Core	Flow	Real-time decision capability across the full pipeline	

Between each ring sits a calibration zone: a structured review where outputs are validated, refined, and tested before progressing inward. This is standard consulting rigour applied to AI deployment.

For Strategic Consultancies

If your practice diagnoses organisational challenges, designs strategy, or advises on transformation, you already operate in the outer rings. You understand the client's context, their culture, their readiness for change. What you may not have is the operational capability to turn that strategic diagnosis into a working AI system.

That is where we sit. Context is Everything provides the implementation layer beneath strategic consulting frameworks. We do not compete with your practice. We complete it.

Your Practice	Context is Everything
Diagnose culture and readiness Design AI strategy and governance Advise on organisational change Build the business case Assess leadership capability	Map and encode organisational knowledge Build context-aware AI systems Deploy securely within the client's infrastructure Integrate with existing data and workflows Train the system, then hand over control

SASHA

SASHA (Smart Assistant for Strategic Handling and Analysis) is the platform through which the Contour Method is delivered. It is not a chatbot. It is not a generic AI wrapper. It is a knowledge management and business intelligence system built on the client's own data, deployed within their own infrastructure.

SASHA processes organisational knowledge through two phases:

Phase 1: Context Engineering	Phase 2: Controlled Reasoning
Map the external context (market, regulation, competitors). Catalogue internal knowledge (documents, projects, proposals). Encode industry frameworks and professional standards. Connect data sources and validate quality. Test organisational understanding through open questions.	Separate deterministic facts from inference. Structure every analytical prompt with context, objective, method, and format. Link every insight to supporting evidence. Identify patterns, risks, opportunities, and decision points. Deliver decision-grade intelligence with full audit trails.

Working With Us

We begin with a 48-hour Proof of Value. Using only publicly available information about your client's organisation, we produce a briefing paper that demonstrates contextual understanding of their sector, competitive landscape, and specific challenges. No commitment beyond the conversation. The proof is in the doing.

From there, we work inward through the rings at whatever pace and depth serves the client. We build for client autonomy, not dependency. The goal is to hand over a working system that the organisation owns and controls.

Key Principles

Platform-Agnostic	Data Sovereign	Built to Hand Over
We work across AI platforms. The methodology is what matters, not which model runs underneath.	Client data stays within the client's infrastructure. We deploy inside their firewall, not ours.	We build organisational capability, not managed-service dependency. The client owns the system.

Context is Everything

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