

An introduction to Ammentic

Pressure-test the decision before it tests you

The independent pressure-test for the decisions you cannot take back



**Not all decisions
are the same.
Some you cannot
take back.**

You run the company and make a hundred decisions a day without breaking stride. This is not one of them. The room sounds sure. Something in you is not. This is not the room to say it in. Whatever happens next, you are the one who lives with it.

The people you would normally turn to are the least able to help. They are too close to the outcome, or paid to get to yes. And the higher you sit, the thinner the truth that reaches you.

The cost is everywhere when big decisions get badly made:

70–75%

of acquisitions fail to meet expectations, even with full diligence and advisors

Gu & Lev, 40,000 deals (2024)

95%

of enterprise generative AI pilots show no measurable profit impact, for lack of readiness, not the technology

MIT (2025)

Almost **25%**

of the value in business transformations is lost at the target-setting stage, before implementation begins

McKinsey Global Survey (2021)

None of these is a failure of effort or intelligence.
Each traces back to the quality of the decision made first,
while it could still be changed.

**Pressure-test the
decision before it
tests you.**

Ammentic is the independent pressure-test for the decisions you cannot take back, led by Ammara Abedi with people who have carried the same decisions. It works in addition to your deal and advisory teams, not instead of them.

It is built for the leaders who make the final call: the CEO or owner, and the operating partner or board behind them.

The decisions worth testing with Ammentic first

If one of these is the call in front of you, Ammentic is built for you:

- **Acquisition** We are about to acquire, and the model works. What are we not seeing?
- **Behind plan** We are behind plan, and the explanations do not add up. Is it the plan, the team, or the thesis?
- **Leadership** Is this the leadership team for the next stage, or the one that got us here?
- **The next dollar** Where does the next dollar really create value, and what are we funding out of habit?
- **AI** Everyone says move on AI. Where do we actually commit, and where do we hold back?
- **Succession** The founder is stepping back. Is the company ready, and is the successor real?
- **Exit** An exit is on the horizon. Are we ready, or are there gaps that will cost us at the table?

ammentic.com/test-your-decision

If you recognize a call in the seven above that you have already carried, that judgment has a second use: ammentic.com/the-collective

One engagement. Three phases.

It begins in confidence and ends with a verdict in writing.

The Read: Every engagement begins here. Ammara works in confidence with the people closest to the decision and surfaces the assumptions and unexamined risks beneath it.

The Pressure Test: The room gets both: three to five operators who have made this exact call and carried what followed, and Ammara pressing the decision with a consulting lens built across more than 100 executive engagements. The client is never named.

The Action Brief: A clear verdict in writing, with the reasoning behind it. Commit, commit with conditions, change it, wait, or do not commit.

ammentic.com/how-we-work

[AMMENTIC.COM](https://ammentic.com)



Who is in the room?

Why you are not in the room

Your absence from The Pressure Test session is by design. The room speaks to the decision, not to its owner. This is so that nobody softens a hard truth for a face across the table and nobody performs for an audience. Your name never enters.

The structure

As an organizational psychologist by training, Ammara brings the consulting rigor by leading every room:

ammentic.com/our-founder

“Ammara does not let executive teams hide in comfortable, performative conversation. She pushes leaders, with respect, to confront the blind spots that are holding an organization back.”

CEO, community health organization

You choose the ending. Test the decision or live with it.

A composite engagement, drawn from real work with details altered, runs in *italics* beneath each stage.

How things usually go	How it goes with Ammentic
1. The decision arrives, and the story forms inside the same room. A deal, an exit, a leadership call, a capital bet, an AI commitment. Leaders interpret it through the information and the people they already have. <i>A portfolio company, two years into the hold, was behind plan. Management blamed the market, the board blamed the team, and it had narrowed to one question: replace the CEO, or not?</i>	1. The Read. Ammara works in confidence with the people closest to the decision and surfaces the assumptions and unexamined risks beneath it. <i>She showed that every explanation was self-interested, and raised the real question: is it the team, or the model?</i>
2. The judgment is shaped by the room. History, hierarchy, loyalty, politics, and fear of being wrong narrow the view, often to a single option. <i>The same investors and managers, all close to the outcome, had already settled on firing the CEO.</i>	2. The Pressure Test. Ammara convenes and facilitates 3–5 operators who have made this exact call and carried what followed, drawing the real insight out of the room. The client is never in the room and never named, so nobody softens a hard truth and nobody performs. <i>One had been the replacement CEO in a story just like it, and pressed the room past the blame.</i>
3. Outside help may add analysis, not the right test. Consulting and advisory support answers a different question, and from a single vantage point. <i>The deal's diligence had blessed the numbers, but no one had asked whether the team was the real problem.</i>	3. The work stays on the decision. It fits the short window before you commit, and it answers the question your advisors are not being asked. <i>The room traced the shortfall to a pricing assumption written into the deal model, not to the people.</i>
4. The organization commits. Often on confidence that was never tested against enough lived experience. <i>Under pressure, the instinct was to fire the CEO.</i>	4. The Action Brief gives a clear verdict, with the reasoning behind it. Commit, commit with conditions, change it, wait, or do not commit. <i>Keep the CEO, and fix the pricing assumption the plan was built on.</i>
5. The business lives with the consequence. And finds out it was wrong when it is most expensive to change. <i>A leadership search and a lost year, with the real problem unsolved.</i>	5. The business moves with a tested decision. A call that held up before the consequences became real. <i>The correction took a quarter. The CEO stayed, and the value of the hold was protected.</i>

Where we are not the answer: Ammentic is built for the high-consequence, hard-to-reverse decision, where the cost of being wrong shows up long after the moment. If a decision can be undone cheaply, you do not need us.

We sharpen the decision. You own the call and the outcome. The verdict comes with its reasoning and conditions, never as a guarantee. That honesty is why leaders trust the room. Engagements are fixed fee and confidential, and they move fast.