🌀TBS-CC OKRs 4.9 For Business🌐 – 📝Priorities & Risk🌪️

Introduction to OKRs: Transforming Complexity into Clarity: The Sienna AI Objectives and Key Results (OKR) framework is more than a management tool—it's a movement poised to transform how we address complexity in healthcare, government, and beyond. **Born from John Doerr's Measure What Matters** and refined by principles championed by David Farley, Nicole Forsgren, Jez Humble and Gene Kim—OKRs turn ambition into actionable objectives. They foster accountability, incentivise excellence, and deliver outcomes with unparalleled efficiency.

By integrating gamified scoring and shared financial rewards through QA Royalties, the OKR system aligns individual contributions with collective success. This approach solves entrenched cultural challenges—such as prioritising testing and risk management alongside innovation—and creates a dynamic feedback loop where every milestone achieved strengthens the system for future iterations. It's a framework built to evolve and scale, driving results that ripple across industries.
Building on this foundation, OKRs 5.0 targets government inefficiency, envisioning a system that replaces chaos with clarity and purpose.

Risk Management as the Heart of OKRs 4.9: Explore the risk management system that turns this vision into reality. OKRs version 4.9 is a comprehensive framework for running a business, integrating a detailed 12-month plan for managing risks. Below, we display the first six months:

OKRs 4.9 > Stage Completion and Risk Management Q3–Q4 2025

TBS-CC OKRs 4.9													
Month Focus:	S-Web 6 CMS		S-Web 6 CMS		S-Web 6 VC AI CMS		ALL-COMMs		Decision Tree Logic		Memory	
Q3-Q4 2025	Q3 - 2025	Points	Q3 - 2025	Points	Q3 - 2025	Points	Q4 - 2025	Points	Q4 - 2025	Points	Q4 - 2025	D.P. Points
Risk Categories Objectives	01 June 2025	0	01 August 2025	0	01 September 2025	0	01 October 2025	0	01 November 2025	0	01 December 2025	0
	Preparation Stage 1	KRs	Preparation Stage 2	KRs	Month 1	KRs	Month 2	KRs	Month 3	KRs	Month 4	KRs
Azure Platform Coding					S-Web 6 CMS		S-Web 6 CMS		Decision Tree Logic		Decision Tree Logic	
Open AI API Coding					ALL-COMMs 1		ALL-COMMs 1		ALL-COMMs 1		Decision Tree Logic	
UI (Graphics)			S-Web 6 CMS		S-Web 6 CMS		S-Web 6 CMS		S-Web 6 CMS		S-Web 6 CMS	
GP-AI Gatekeeper Stages												
MVP Stage Start (GAME)	*GP-AI Gatekeeper*		*GP-AI Gatekeeper*		**1. 24/7 Receptionist**		**10. No Medical Rec Fraud**		**2. Decision Tree Logic**		**3. Diagnostic**	
MVP Stage Start (GAME)	*Research Tree*		*Research Tree*		**6. Error-Free Comms**		**2. Specialist Insights**				**4. Video Delivery**	
MVP Stage Complete	*Gamification*		*Gamification*				**1. 24/7 Receptionist**		**10. No Med Rec Fraud**		**2. Decision Tree Logic**	
MVP Stage Complete							**6. Error-Free Comms**		**12. Specialist Insights**		**4. Video Delivery**	
☆R01 Operational Risks					⚠		⚠		⚠			
Core Team Availability	VP of comms onboarding	HIGH	UI Designer onboarding	HIGH	Open AI and Azure Onbor...	HIGH	Open AI and Azure Onbor...	MED			Burnout	MED
Team retention problems		LOW			Concept theft	LOW	Concept theft	LOW	Illness or Other	MED	Illness or Other	
Team retention mitigation		YES/NO			NDA's signed	YES/NO	QA Royalties Contract	YES/NO	Pair Programming		Pair Programming	
Recruitment and Resources	**Finding skilled engineers**	HIGH	**Finding skilled engineers**	HIGH								
☆R02 Technical Risks							⚠					
System Integration Challenges	Azure platform compatibility	LOW	Azure platform compatibility	LOW	Azure platform compatibility	LOW	**OpenAI API integration**	HIGH	OpenAI API integration	MED	OpenAI API integration	MED
TDD Test-Driven Design	Completed	?/100	Completed	?/100	Completed	?/100	Completed	?/100	Completed	?/100	Completed	?/100
Deployment Pipeline	Continuous delivery	Yes/No	Continuous delivery	Yes/No	Continuous delivery	Yes/No	Continuous delivery	Yes/No	Continuous delivery	Yes/No	Continuous delivery	Yes/No
Dependencies	**Vendor support**	HIGH	**Vendor support**	HIGH	**Vendor support**	HIGH	**Vendor support**	HIGH	Vendor support	MED	Vendor support	LOW
☆R03 Data Security and Privacy											⚠	
Medical Data Breach											**Patient data secure**	Priority
General Hacking Threats					Ethical hacker test	LOW	Ethical hacker test	MED	Ethical hacker test	MED	Ethical hacker test	HIGH
☆R04 Regulatory Risks											Misalignment with NHS	Research
Legal Challenges	ICP Defamation	Readiness	**ICP Defamation**	Readiness	**ICP Defamation**	Readiness	**ICP Defamation**	Readiness	**ICP Defamation**	Readiness	Aggressive PR	LOW
Patent Race	Competitors filing patents	MED	Competitors filing patents	MED	Competitors filing patents	MED	Competitors filing patents	MED	Competitors filing patents	MED	Competitors filing patents	MED
☆R05 Financial Risks												
Budgeting	Unexpected costs	MED	Unexpected costs	LOW	Unexpected costs	LOW	Unexpected costs	LOW	Unexpected costs	LOW	Funding in 2026	MED
Patent Race	Competitors filing patents	MED	Competitors filing patents	MED	Competitors filing patents	MED	Competitors filing patents	MED	Competitors filing patents	MED	Competitors filing patents	MED
☆R06 User Adoption Risks	⚠		⚠		⚠		⚠		⚠		⚠	
Resistance to Change	**GP's (Med Rec Fraud)**	HIGH	**GP's (Med Rec Fraud)**	HIGH	**GP's (Med Rec Fraud)**	HIGH	GP's (Med Rec Fraud)	HIGH	GP's (Med Rec Fraud)	HIGH	GP's (Med Rec Fraud)	HIGH
Lack of Public Awareness	Public understand the need	HIGH	Public understand the need	HIGH	Public understand the need	HIGH	**Public understand the need**	HIGH	Public understand the need	HIGH	Public understand the need	MED
Resistance From Business	NHSR Interference	MED	NHSR Interference	MED	NHSR Interference	MED	NHSR Interference	MED	NHSR Interference	MED	**NHSR Interference**	HIGH

OKRs 4.9 Priorities & Risk: This screenshot showcases the collaboration between software engineers and MVP stage planning.
Purple Rows: Represent the month-by-month assignments for three software engineers tasked with key development objectives: recreating S-Web 6 VC AI CMS, completing ALL-COMMs, and constructing the decision tree logic within the Nudge CRM-AI framework.
Orange Rows: Highlight the production schedule for GP-AI Gatekeeper MVP stages, including suggested start dates and desired completion timelines, adhering to the modular Sienna AI design.

Gamification in Risk Management: The GP-AI Gatekeeper introduces gamification to risk management, fostering creativity, engagement, and performance through an innovative approach:
Points and Royalties: Engineers earn points linked to the QA (Quanta Analytica) system, which translates directly into shares of royalties—potentially lifelong rewards tied to the project's success.
Research Trees Inspired by Strategy Games: The framework provides freedom in execution by simulating research trees from games like Civilization. Engineers can prioritise tasks, swap stages, or iterate designs for optimal results. Bonus points reward completing MVP stages on time or early, while penalties apply for delays or failures. This approach blends structure with flexibility, mirroring the adaptive strategies necessary in real-world software development.
Dynamic Stage Execution: The framework allows for stage swaps. For example, an engineer may prioritise Stage 12 (Specialist Insights) if it can be completed early, postponing another stage with minimal impact. This flexibility empowers the team to innovate while adhering to overall timelines.

🦾⚛️ GP-AI Gatekeeper – iUK Q8g – Risk Register Appendix

Detailing Risk Management for Each Stage: Building on the project plan, each stage includes a dedicated set of risk management criteria on a more detailed version of the same OKRs 4.9 > Stage Completion and Risk Management tab.
Stage-Specific Risks: Stage 1 (24/7 Receptionist) may focus on risks like AI-human interface errors or incomplete API documentation. In contrast, Stage 6 (Error-Free Communication) would address the creation of the 400-word memo using Open AIs' document-creating ability. Then, the simple game theory solution to avoid error is to read back the memo to the patient.
Mitigation Strategies: Each criterion includes a tailored mitigation plan, evaluation schedule, and scoring system to reward proactive solutions.
Iterative Design: Monthly reviews allow the team to refine risk mitigation strategies, leveraging feedback and performance data.

Risk Management General Categories: Beneath the core technology milestones and MVP stage timelines, the framework identifies six overarching risk categories, each paired with specific risk management exercises. These exercises form milestone objectives, with corresponding key results scheduled monthly. High point scores incentivise successes, while significant negative scores penalise failures, ensuring a focused approach to risk mitigation.

The following text describes mitigation strategies; hotspots are Identified with ⚠️ warning symbol On the OKRs 4.9 screenshot.

☆R01 Operational Risks > Core Concerns > Team:

Recruitment: Significant talent pool through contacts. **Onboarding:** Assisted by the OKR system and personal pair programming with the design lead. **Team member illness et al. dependencies:** Mitigated by **pair programming** within the team. **Burnout:** Identified due to the fun gamification of tasks provided by the OKR system and royalties (e.g. my hours rarely go below 100 per week)—mitigated by awareness of the problem, good communication and movable month 4 & 5 MVP targets. **Concept theft:** mitigated by NDAs and other legal protections. **Poaching:** Mitigated by QA Quanta Analytica royalties and Sienna AI equity options for staying with the company.

☆R02 Technical Risks.

System Integration Challenges: These challenges are mitigated by pairing programming seasoned engineers with specialities in Open AI and Microsoft Azure, plus direct vendor assistance from Microsoft Azure AI.

Scaling: Like all OKR activities, there are points to be one and lost for TDD Test-Driven Design and Continuous Delivery. Here's where we can start to apply some **OKR DevOps—the simple act of applying more QA royalty points to the creation of the tests than the completed code, thus solving both the motivation and culture problems associated with these tasks.**

OKRs 4.9 > Stage Completion and Risk Management Q1–Q2 2026

TBS-CC OKRs 4.9													
Month Focus:	TBS-CC OKRs		Nudge CRM AI		CyP App?		S-Web 6 VC AI CMS		Nudge CRM AI			
Q1-Q2 2026	Q1 - 2026	Points	Q1 - 2026	Points	Q1 - 2026	Points	Q2 - 2026	Points	Q2 - 2026	Points	Q2 - 2026	D.P. Points
Risk Categories Objectives	01 January 2026	0	01 February 2026	0	01 March 2026	0	01 April 2026	0	01 May 2026	0	01 June 2026	0
	Month 5	KRs	Month 6	KRs	Month 7	KRs	Month 8	KRs	Month 9	KRs	Month 10	KRs
Azure Platform Coding	OKRs		Nudge CRM AI		Nudge CRM AI		S-Web 6 VC AI CMS		Nudge CRM AI			
Open AI API Coding	Memory		ALL-COMMs 2		Nudge CRM AI		S-Web 6 VC AI CMS		S-Web 6 VC AI CMS			
UI (Graphics)	OKRs		Nudge CRM AI		S-Web 6 VC CMS		S-Web 6 VC AI CMS		S-Web 6 VC AI CMS			
GP-AI Gatekeeper Stages												
MVP Stage Start (GAME)	8. Medical Records		7.Unlimited Time		S5. No Admin Error		14. Continuous Learning		*15. Medical Scans*			
MVP Stage Start (GAME)	11. GP-AI Psych1		9. Wellness Advice		13. Deep Dive Diagnostic				*16. Deep Learn Diagnostics*			
MVP Stage Complete	3. Diagnostic		7.Unlimited Time		S5. No Admin Error		13. Deep Dive Diagnostic					
MVP Stage Complete	8. Medical Records		11. GP-AI Psych1				14. Continuous Learning					
☆R01 Operational Risks	⚠				⚠		⚠		⚠			
Core Team Availability	Burnout	HIGH	Retention passed month 9		App specialist onboarding	HIGH	App specialist onboarding	MED	Final month iUK support		Retention passed month 9	
Team retention problems			Comms director focus		Retention passed month 9		Retention passed month 9		Retention passed month 9		Comms director focus	
Team retention mitigation	Month 6 Catch-up CyP	If Needed	Finding App engineer		Comms director focus		Comms director focus		Comms director focus			
Recruitment and Resources					Finding App engineer	HIGH		HIGH				
☆R02 Technical Risks							⚠		⚠			
System Integration Challenges	Azure platform compatibility	LOW	Azure platform compatibility	LOW	Azure platform compatibility	LOW	**OpenAI API integration**	LOW	**OpenAI API integration**	LOW		
TDD Test-Driven Design	Completed	?/100	Completed	?/100	Completed	?/100	Completed	?/100	Completed	?/100		
Deployment Pipeline	Continuous delivery	Yes/No	Continuous delivery	Yes/No	Continuous delivery	Yes/No	Continuous delivery	Yes/No	Continuous delivery	Yes/No		
Dependencies	Vendor support	LOW	Vendor support	LOW	**Vendor support**	HIGH	**Vendor support**	HIGH	**Vendor support**	HIGH	**Vendor support**	HIGH
☆R03 Data Security and Privacy	⚠		⚠		⚠		⚠		⚠		⚠	
Medical Data Breach	**Patient data secure**	Priority	**Patient data secure**	Priority	**Patient data secure**	Priority	**Patient data secure**	Priority	**Patient data secure**	Priority	**Patient data secure**	
General Hacking Threats	Ethical hacker test	HIGH	Ethical hacker test	HIGH	Ethical hacker test	LOW	Ethical hacker test	LOW	Ethical hacker test		Ethical hacker test	
☆R04 Regulatory Risks	Misalignment with NHS	Research	Misalignment with NHS	Research	Misalignment with NHS	Research	Misalignment with NHS	Research	Misalignment with NHS	Research	Misalignment with NHS	Research
Legal Challenges	Aggressive PR	LOW	Aggressive PR	LOW	ICP Defamation	Readiness	ICP Defamation	Readiness				
Patent Race	Competitors filing patents	HIGH	Competitors filing patents	HIGH	Competitors filing patents	HIGH	Competitors filing patents	HIGH	Competitors filing patents	HIGH		
☆R05 Financial Risks												
Budgeting	Funding in Q2 2026	MED	Funding in Q2 2026	MED	Funding in 2026	MED	Funding in Q2 2026	HIGH	Funding in Q2 2026	HIGH	Funding in Q2 2026	HIGH
Patent Race	Competitors filing patents	HIGH	Competitors filing patents	HIGH	Competitors filing patents	MED	Competitors filing patents	MED				
☆R06 User Adoption Risks	⚠		⚠		⚠		⚠		⚠		⚠	
Resistance to Change	GP's (Med Rec Fraud)	HIGH	GP's (Med Rec Fraud)	HIGH	**GP's (Med Rec Fraud)**	HIGH	GP's (Med Rec Fraud)	HIGH	GP's (Med Rec Fraud)	HIGH	GP's (Med Rec Fraud)	HIGH
Lack of Public Awareness	Public understand the need	MED	Public understand the need	MED	Public understand the need	HIGH	**Public understand the need**	HIGH	**Public understand the need**	HIGH	**Public understand the need**	HIGH
Resistance From Business	NHSR Interference	HIGH	NHSR Interference	HIGH	NHSR Interference	MED	NHSR Interference	MED	NHSR Interference	MED	NHSR Interference	MED

☆R03 Data Security and Privacy: Given the sensitivity of Medical Data Breaches, security is of the highest importance. **Having no legacy systems working in the latest versions of Python and other languages is a huge bene**fit. Still, in general, data breaches are best defended **by hiring senior engineers responsible for their own security**, who are **rewarded with high points values for security measures**. Security is significantly assisted by **working with Microsoft Azure and open AI directly without using open-source software**. General Hacking threats are precautionarily headed off by hiring ethical hackers who are rewarded for finding breaches in the system.

☆R04 Regulatory Risks: Misalignment with UK NHS, US VA et al. > Mitigated by pre-awareness of the problem, Research into protocols > Working in Azure Cloud should assist. | **Legal Challenges**: The potential for challenges as we make our covertly recorded evidence available to the public is mitigated by presenting it to GMC and all relevant parties for pre-PR disclosure discussions and aligning it with strong media and publishing companies' legal departments. | **Patent Race:** In general, people are often many years behind the concepts from T10T, but there is always the worry; therefore, we need to try and patent in the UK and USA the most obvious components as quickly as possible > To a degree, This very application serves as a proof of who thought of it first and who first presented it to the government in the UK. | **The Medical Record Fraud Problem:** The most significant legal risk we have identified is that the GP-AI Gatekeeper is solving the medical record fraud problem. **Because of the backlog of fraud that has caused patient misdiagnosis, crippling injuries, and sometimes death, it will open a lot of legal issues**> This is the reason why we wish to speak to the government directly to discuss this threat: **We can show that the benefits to a healthy public in terms of GDP far outweigh whatever legal actions would be cast against the insurance company NHS-R and that it is by far the biggest driver of the 7.7 million long waiting list**; however, there's a lot of vested interests in medical record fraud staying exactly how it is. [Medical record Fraud is the act of a doctor not writing down the correct information on the medical record to avoid legal scrutiny.]

☆R05 Budgeting > Unexpected costs: Of course, careful planning is intrinsic within the OKR system; generally, one would work with a contingency of 10 to 20%; in this case, considering we are a lean organisation and my skills with finance and administration, The £71,000 Overhead figure is essentially work that would be done by others but could be done by myself if necessary; this serves as a contingency. **Funding from Q3 2026** > Is paramount, particularly to the engineering team who want to know they've got a job for life. The communications director, working day by day with me, has been explicitly hired to take the meetings that I can't go to due to my immobility, be it creating the Media for the PR or working to present the business plans the primary purpose of the communications director is to work on this agenda.

☆R06 User Adoption Risks: Resistance to Change: If doctors, physiotherapists, and especially psychiatrists were to double-check their opinions with GPT-4o in standard mode, patient outcomes would be radically increased. Adding to this, the research trees and other stage developments presented—patient outcomes, the waiting list and the economics are fundamentally improved.

The 🎬 First One Back franchise, including a major television series, will show clearly to patients and doctors how, as far back as 1968, algorithms have been superior to doctors due to behavioural science heuristics. And **how, in 2025, when humans are as fallible as ever, algorithms have evolved into complex AI with millions of doctors' knowledge within its general database.**