

A Home Page Hero

Message Architecture™ Audit of Tempo Software.

The \$1B Blind Spot in the Jira Ecosystem

HIGH RISK

Strategic Portfolio Management Platform

Plan smarter. Adapt faster.
Deliver with *confidence*.

Clarity
Score:
4/10

...ost, capacity, and reporting inside Jira so plans, resources, and decisions stay aligned. From
...o portfolio clarity – Tempo is designed to grow with your team and deliver ROI within days.

Get Started Free →

Book Demo

NO MEANING
DETECTED-
HIGH DEBT JARGON

Strategic Portfolio Management Platform

Plan smarter. Adapt faster.
Deliver with *confidence*.

"...with
confidence" → Audit
Note: These are
words,
not positioning.
Any SaaS company
say this.

time, cost, capacity, and reporting inside Jira so plans, resources, and decisions stay aligned. From
accuracy to portfolio clarity – Tempo is designed to grow with your team and deliver ROI within days.

"...ROI within days." → Audit Note: High-
claim/Low-proof. Creates buyer
skepticism.

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Note: The buyer is asked to act before understanding is
achieved.

Tempo

Team Project Status

led

6h of 8h

Thurs

4h of 8h

Why they are losing to Monday & ClickUp

FINDING

Tempo has a Product Problem?

NO

FINDING

Tempo has a Message Structure problem?

YES

They are camouflaging a powerful system behind abstract "AI-powered" buzzwords.

The buyer has to work to understand them.

Buyers don't work. They bounce.

— THE REFRAME

From "Tool" to "System"

THE FIX

Stop selling "Efficiency."
Start selling **Financial Visibility**.

NARRATIVE

Tempo is the system connecting strategy, execution, and financial outcomes inside Jira.

OUTCOME

This reduces friction, strengthens differentiation, and accelerates the **"Yes."**

Messaging isn't decoration. It's infrastructure.

Every day Tempo ignores their foundation, they pay a "Confusion Tax":

- Higher CAC
- Longer Sales Cycles
- Founder Bottlenecks

You can't scale a building on a cracked foundation.

Is your Messaging Debt slowing your growth?

Is your company leaking revenue through invisible messaging friction?

Stop guessing. Get the data.

I'm opening 3 slots this week for a **1-on-1 Pre-Message Architecture Audit™ Scan**.

DM "**AUDIT**" and I'll show you where your foundation is cracked.

Message Architecture Audit™ | Built on the Morrison Advisory Methodology.

1-on-1 Message Architecture Scan.

As you saw in the Tempo post, I only looked at the Hero banner. But usually, if the Hero is cracked, the internal architecture is leaking too. Let's look at your full funnel today.



THE FORMAT

30-minute live diagnostic.



THE GOAL

Identify the structural cracks in your foundation before you scale.



AUDIT CREDIT

Your \$500 scan fee is applied directly toward any Full Message Architecture™ engagement.

Full-scale implementation and architectural rebuilds available upon request.