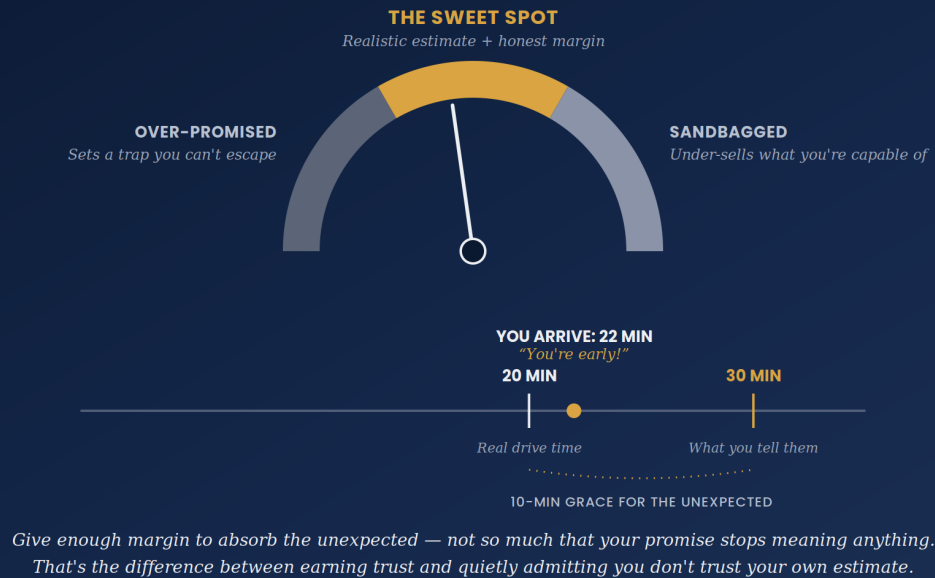


COACHING & CULTURE

UNDER PROMISE, OVER DELIVER

The margin that turns a deadline into a delight

BOAZ
STRATEGIC



"Formula for success: under promise and over deliver." — Tom Peters

Boaz Strategic helps leaders coach expectations that consistently turn into delight.

Is your estimate honest, or just *optimistic*?

“ *Formula for success: under promise and over deliver. — Tom Peters*

In my first year in business development, someone handed me a phrase that's stuck: under promise, over deliver. Simple advice, hard discipline.

The gap between what you say and do is trust.

If a client's delivery is really 20 minutes out, telling them 30 gives you a real 10-minute grace period for traffic, a wrong turn, anything unexpected — and when you show up at 22 minutes, they feel it.

Over-promise instead, and you've built yourself a no-win situation — every normal delay now reads as a broken commitment, not bad luck.

The opposite failure is just as costly. Pad every estimate so heavily that hitting it takes no real effort, and you're not managing expectations — you're quietly under-selling what your team can do.

The target is a margin big enough to absorb the unexpected, small enough that beating it still feels like something was actually delivered.

No one loves being over-promised and under-delivered to. Everyone loves the reverse.

At Boaz Strategic, we coach teams to set expectations that build trust with every customer.