

THE 5P FRAMEWORK BY TRUST INSIGHTS™

TRUST INSIGHTS

PURPOSE · PEOPLE · PROCESS · PLATFORM · PERFORMANCE

A structured, sequential methodology for making better decisions, managing change, and building stronger organizations. Built by Katie Robbert and Christopher S. Penn at Trust Insights.

STEP	WHAT IT MEANS
PURPOSE	Turn vague goals into measurable questions. Every hour spent defining the real question saves ten hours of rework. The quality of your strategy depends on the quality of the question it starts with.
PEOPLE	Map stakeholders by role: who decides, who executes, who has institutional knowledge, who blocks progress if left out. The best strategy doesn't survive first contact with a stakeholder who wasn't consulted.
PROCESS	Document how work actually gets done — handoffs, approvals, the workarounds nobody admits to. If you can't write it down, you can't scale it, delegate it, or improve it.
PLATFORM	Choose tools only after defining the question, mapping people, and documenting the process. The right platform fits your workflow. Stop buying software before you know what problem it solves.
PERFORMANCE	Measure what actually answers the question from Purpose — not vanity metrics. Performance feeds back into Purpose. The 5P Framework is a loop, not a checklist.

ASK YOURSELF

- Purpose: Can every person on your team articulate the question your current project is trying to answer?
- People: Do you know who has the skills, authority, and bandwidth to execute — or are you assuming?
- Process: If your best team member quit tomorrow, could someone follow a written process to keep things running?
- Platform: Did you choose your tools because they fit your process, or did you change your process to fit the tools?
- Performance: Are you measuring what's easy to measure, or what actually tells you if your strategy is working?

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