

# ANCHOR™ Start Here

Pricing, process, and how to begin

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## Choose Your Start

Two ways in. Same destination: your People team leading strategically, not firefighting. Pick based on your timeline and approval process.

### OPTION A: Pilot Readiness Sprint — £1,000

7 days. For teams that need a go/no-go answer fast. One buyer decision — no procurement.

- 60-minute diagnostic call — your scenarios, your blockers
- 3 scenarios converted to ANCHOR format (with without-ANCHOR contrast)
- 1-page stakeholder brief (written for the approver, not the buyer)
- Go/no-go recommendation
- Credits toward pilot if you proceed

### OPTION B: 10-Week Pilot — £5,000

10 weeks. For teams ready to test ANCHOR in live scenarios with measurable before/after impact data.

- Full configuration to your policies and escalation thresholds
- Live decision support for pilot group (People Partners + managers)
- Impact measurement: time-to-decision, escalation volume, confidence
- Clear scale/stop decision at end

## Annual Licence (Post-Pilot)

If the pilot proves value, scale with an annual licence:

Organisation Size	Annual Fee
Up to 1,000 employees	£12,000/year
1,000 - 5,000 employees	£24,000/year
5,000+ employees	£36,000/year

### **Optional Add-ons**

- Manager Enablement Training: £2,500 (half-day session)
- Executive Briefing: £1,500 (90-minute board/SLT session)

*ANCHOR™ — Decision support for People teams*

## How to Begin

### Option 1: Book the Sprint (fastest)

[cal.com/ruth-ellen-danquah-orl6s0/anchor-sprint](https://cal.com/ruth-ellen-danquah-orl6s0/anchor-sprint)

7 days. £1,000. No procurement. You'll know if ANCHOR can help your People team move from firefighting to leading.

### Option 2: Book a 30-minute call

[cal.com/ruth-ellen-danquah-orl6s0/anchor-demo](https://cal.com/ruth-ellen-danquah-orl6s0/anchor-demo)

We'll walk through your scenario and show how ANCHOR would frame it. Three minutes, live.

### Option 3: Reply to the email

Reply "SPRINT" to start the £1k Sprint, or "CALL" to schedule.

## What Happens Next

1. Sprint: 60-min diagnostic call within 48 hours, deliverables in 7 days
2. Pilot: Configuration + alignment (weeks 1-2), live support (weeks 3-8), review (weeks 9-10)
3. Decision: Clear data on whether to scale, adapt, or stop

*ANCHOR™ by Ruth-Ellen Danquah — [ruth-ellen.com/anchor](https://ruth-ellen.com/anchor)*