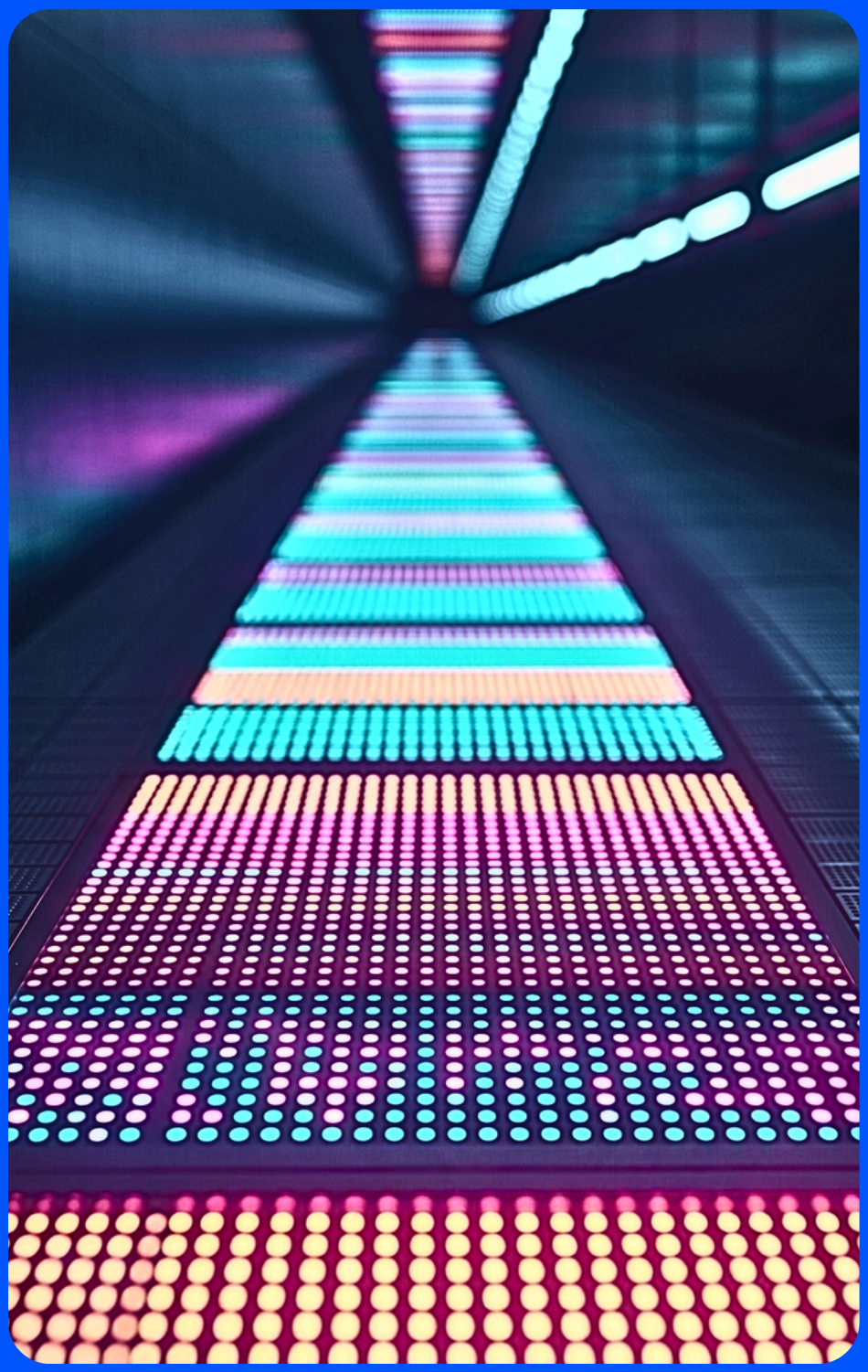
Decision Signals

Decoding the market shaping modern brand building.

August 2026



The bottleneck is moving upstream.

As making gets easier, advantage increasingly comes from what happens before execution begins. The quality of the input is just as important as the speed of output.

The Signal



AI is removing more of the friction from execution.

Creating, coding, designing, and deploying are getting faster. That makes the decisions guiding the work more consequential, not less.

The Evidence

Figma
AI-assisted design work 20% faster

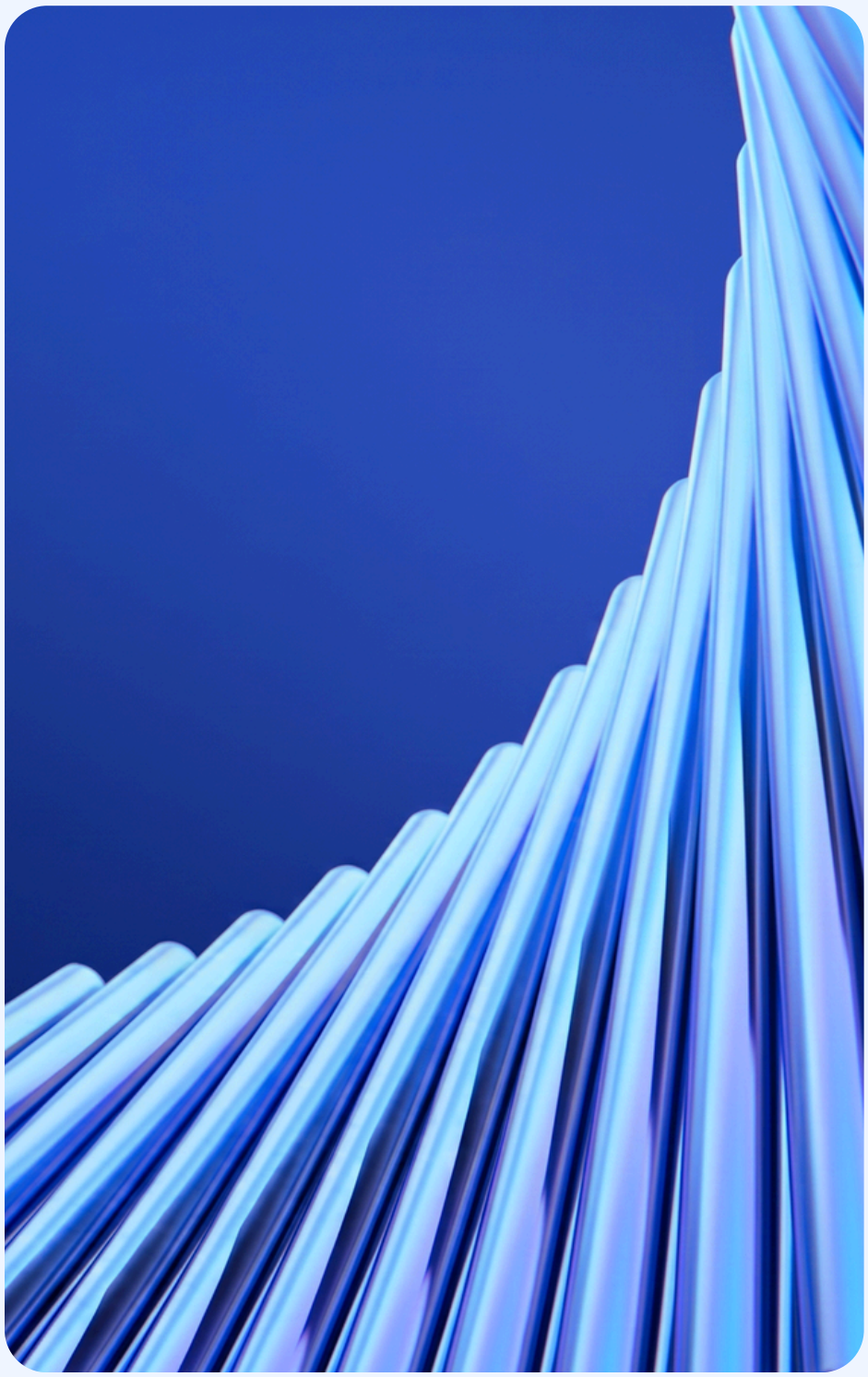
Design-system context cuts agent time 19.6%

Salesforce
Agent creation time down 53%

Adobe
Brand becomes persistent AI context

Sources: Figma, Salesforce, Adobe. Logos and trademarks are property of their respective owners.

What It Means



Faster execution raises the value of deciding first.

When AI can make more, faster, the advantage shifts to knowing what should remain true, distinctive, and worth scaling.

Takeaway

What scales should be intentional.

AI can multiply what a brand creates. Your opportunity is to make sure what it multiplies is distinctive, consistent, and worth repeating.

Which brand decision would improve everything AI helps you create next?

Janine Spargo | Decision Signals | August 2026

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