THE WESTON & SAMPSON WAY OF PROJECT MANAGEMENT

Module 1 · Week 1 — Video Script 3 of 3

Draft 4 · July 2026
Created by AEC LEAD LLC, produced by Zweig Group
For the video production team · not learner-facing

Why Early Decisions Ride on Data — Weighted Backlog, the Pivot, and Meeting Millbrook

Target runtime	Learning objective	Interactive companion tie-in
~9:00	Connect win-probability and weighted revenue to real staffing decisions, question the assumptions behind the number, and carry the week's signature line into Week 2's case.	Companion Interactive, Screens 4–5 (Weighted Backlog; Quick Check).

Script

Time	On-screen	Narration (VO)
0:00–0:30	Small "pursuit cards" (illustrative), each with a fee and a %, sliding into a growing stacked bar labeled "BACKLOG."	*"Take a handful of pursuits with different fees and different odds of winning, and add them together. That's backlog — what we're staffing and hiring against, before any of it is real."*
0:30–1:05	One card zooms in: "Expected fee: $200,000 × Win probability: 40%" resolves to "$80,000 — weighted revenue."	*"Two hundred thousand dollars at a forty percent chance is eighty thousand dollars of real backlog value. Simple math."*
1:05–2:05	NEW: a second card joins it — "Expected fee: $450,000 × Win probability: 65%" resolves to "$292,500." Both weighted values stack into a running total: "$372,500," then more cards stream in behind them, stacking the bar higher.	*"Now add a second pursuit next to it — $450,000 at sixty-five percent becomes $292,500 of weighted value. Stack the two together and the firm is planning around roughly $372,500 of real backlog from these two leads alone, long before either one is won. Now imagine every pursuit across the firm doing the same thing at once — that's how a hundred honest percentages turn into one real staffing plan."*
2:05–2:35	"40%" pulses, then a question mark appears. Text: "Where did that number come from?"	*"Someone typed that in. Was it a gut feeling, or a real read on the relationship and the competition? That's not a math problem — that's a leadership problem."*

2:35–3:10	Full-frame prompt: “If you entered this pursuit today, what assumption would concern you most?” Companion icon pulses.	*“Here’s a question worth sitting with — answer it in the companion. Win probability? The fee? Who’s competing against us? Pick the one number in this pursuit you’d least want to defend out loud to your regional manager.” [PAUSE POINT]*
3:10–3:35	Backlog bar reappears, full. Text: “The firm staffs and hires on this.”	*“This stacked bar tells Weston & Sampson whether to hire, hold, or chase the next opportunity. Good data here isn’t paperwork. It’s leadership.”*
3:35–4:30	NEW: a Vantagepoint opportunity record fills in field by field — fee, win probability, close date — then the word “STALE” stamps across a record that hasn’t been touched in months.	*“This is exactly why what you type into Vantagepoint matters more than it looks like it should. A win probability nobody updates after the client goes quiet isn’t honest data anymore — it’s a guess wearing a number’s clothes. Ride the data, but only if someone’s actually still riding it.”*
4:30–5:00	NEW: a dial graphic sliding between “Gut feeling” and “Evidence-based.”	*“Getting that number right — really right, not just optimistic — is its own skill. You’ll build it properly in Week 3. For now, just notice how much rides on one honest percentage.”*
5:00–5:30	Screen quiets. Week 1 timeline reappears faintly. Text overlay, large, WSE blue: the signature line.	*“So here’s the sentence I want you to leave this week with: the constraints that define the project your team delivers are largely determined before the project manager ever starts managing it.”*
5:30–5:55	Text holds; narrator continues, quieter.	*“Not because the PM doesn’t matter. By the time most PMs show up, the pursuit has already decided the price, the schedule, the team. The earlier you’re in the room, the more of that you shape yourself.”*
5:55–6:15	Map graphic: “Lead → Go/No-Go → Opportunity → Proposal → Project,” first one highlighted.	*“You’ll see this map every week from here forward. Right now, we’re standing at ‘Lead.’”*
6:15–7:00	Water-tower silhouette graphic, then a folder graphic labeled “Town of Millbrook — Wastewater Master Plan.”	*“Next week you meet the opportunity we’ll carry through this entire module. The Town of Millbrook needs a wastewater master plan. It’s genuinely borderline: a new client for us, a tight three-week deadline, a subconsultant we’d need to bring on for process modeling, and a competitor who’s already done work for them once before.”*

7:00–7:35	Text: “Some of you were involved before the call. Some of you weren’t.”	*“Some of you will find out you were involved before the Go/No-Go call — you had a hand in shaping it. Others get assigned after the decision’s already made. Pay attention to which one you are, because it changes your job in Week 2.”*
7:35–8:00	NEW: quick-check icon and reference-card icon appear side by side.	*“Before you close this out, two quick things wait for you below — don’t skip them, they carry forward into Week 2.”*
8:00–8:30	Companion icon pulses: “Finish the week → Quick Check + Reference.”	*“Finish the quick check and skim the reference card — the formulas and vocabulary from all three videos, on one screen.”*
8:30–9:00	WSE logo lockup, co-brand. Outro music, slightly warmer/longer to mark the week’s close.	*“See you at Millbrook.” [END VIDEO 3 / END WEEK 1 VIDEO CONTENT]*