Who receives what — routing by role

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

Document issued on 09/11/2026

Four recipients, three reminders per deadline · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **Accurate information sent to the wrong person is information lost** — the most common waste in corporate monitoring, and one that never shows in collection statistics.

The routing table

Nature of the item	Recipient (role)	Timing	Why that person
Confirmed competitor fact	**Sales director**	Same day	**The one who can act before the next customer meeting**
Regulatory deadline	**Quality and regulatory manager**	**3 reminders: at 6 months, 1 month, 1 week**	**The first reminder is for planning, the last for checking**
Press mention	Communication officer	Same day	A mention is handled while it is still being read

Nature of the item	Recipient (role)	Timing	Why that person
Signal touching a formulation	The 2 product managers	Weekly	They carry the 18-month reformulation cycle
Published tender	Sales management	On publication	The response window starts at publication, not at discovery

Why three reminders on a deadline and one on a fact

Type of information	Nature	Handling
Confirmed fact, press mention	**A news item: it is worth something the day it appears**	One transmission, immediate
Regulatory deadline	**An appointment: it is worth something the day it falls**	**Three reminders set on the calendar, not on the publication**

What is logged with every send

Data	Use
Item sent, its source and its date	Going back to the original publication before acting
Recipient and send date	Knowing who knew what, and when
Approval and approver	**Nothing circulates without a named approval**
Discarded items and reasons	Correcting the filtering, and showing how the monitoring is run

> **The routing is changed in one line.** Adding a recipient, changing a reminder interval or removing a category from a circuit are settings, not development work.

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For the company to decide

Stand-in during holiday periods: _____

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