Decision Brief

Know what to do next. Know why.

For a leader facing a consequential choice with fragmented evidence. Start with one question, compare feasible alternatives, and leave with a decision your team can inspect.

QUESTION — EVIDENCE — NEXT ACTION

01 Define the question

Agree the decision, sponsor, baseline, alternatives, source access and acceptance criteria. Validate the evidence before committing to a numerical answer.

02 Receive a usable record

A concise decision memo, source and assumptions registers, supporting analysis, conditions that could change the answer, and a named owner and next action. Data definitions and rerun instructions where applicable.

03 Carry it into action

A sponsor readout and one 30-day outcome review. Separate the expected result from what was actually observed. Implementation and ongoing operation are separately scoped.

WHAT WE NEED

One decision owner; authorized, preferably sanitized evidence; source definitions; the current approach; and a practical review deadline. No sensitive uploads through the public form.

TIMING & FEE

Indicative 10 business days after scope, inputs and kickoff are agreed. Fixed fee agreed before work begins; availability confirmed in writing.

Acceptance means traceable evidence, explicit uncertainty and the agreed decision artifact - not a guaranteed improvement. A measurement plan may be the right output when evidence cannot support a quantitative answer.

Scope your Decision Brief >

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