

One-page altitude brief

Customer, bet, risk, ask — about 150 words. Lead with the decision you need. Put the architecture third.

FROM

TO

DATE

DECISION NEEDED (ONE SENTENCE)

Customer / outcome

Who is helped, and how we will know.

The bet

What we will do, by when, instead of what.

Risk if we wait

The ask

Decision, options, recommendation.

Ninety-second spoken version
