FROM THE BACK OF THE BOOK

The one-page brief

Name _____ Date _____

1. **The outcome you want.** One sentence, in your own words, including what you would do differently depending on how it comes out. If you cannot write the second half, you have a topic rather than an outcome.

2. **How that gets decided today.** Who decides, using what, and how they know. The honest version, including if the answer is that you decide it by feel in the truck.

3. **Which of your systems hold evidence about it, and what each one counts.** One plain sentence each.

4. **What is missing, and whether it is knowable.** Mark which of the three kinds it is: a record nobody keeps, a thing only a person knows, or something structurally invisible.

5. **The smallest experiment that would tell you something.**

6. **When this will first be worth reading**, and who will ask before then.

7. **Who owns it**, by name, and what happens to it if that person is away for a month.

Everything that does not fit on this page is the second project. Put it on a different sheet.