Decision-to-Data Brief

General Assembly — Participant handout

What decision is this supporting?

State the decision or briefing purpose in one sentence. **Who is the audience?**

Name the leader, team, or forum that will use the output. **What timeframe matters?**

Specify the review period, cadence, and deadline. **What should be shown?**

List the measures, segments, comparisons, or thresholds that matter. **How fresh does it need to be?**

Say how current the data must be and whether a stale source would change the result. **What format is actually needed?**

Choose dashboard, one-off analysis, short brief, appendix, or escalation note. **Who owns the output?**

Name the person responsible for the briefing, report, or dashboard. **What handling constraints apply?**

State any limits on sharing, copying, or storing the output. **What known risks or limitations already exist?**

Call out missing data, delayed feeds, weak definitions, or partial coverage.

Synthetic example

Purpose: brief the director on whether repeat faults in Metro South are getting worse.
Format: short briefing note, not a new dashboard.
Freshness: source data must include yesterday's updates.
Known limitation: South region manual reconciliation may delay one feed by one business day.