

One-Page Story

Purpose. Provide the team with one repeatable narrative that moves a specific audience to a decision.

What it captures. A narrative in seven parts: the audience, a one-line headline, the situation, what changed, the evidence, the ask, and the “why now.”

When to use it. Before any meeting where you need a decision or sponsorship, or whenever stakeholders need alignment without a long deck.

Common mistake. Writing the story for the team rather than the audience, opening with the solution’s features instead of the audience’s problem and the decision they face.

Decision rule. The story is ready when someone outside the team can read it once and correctly restate the ask and the evidence behind it. If they cannot, it is not yet clear enough.

Audience *who decides, and what they are deciding*

Headline *one line*

Situation *the audience's problem, not the solution's features*

What Changed

Evidence

The Ask

Why Now