

A11 · One-Page Story

THE INNOVATION CODEX TOOLKIT

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

Audience

Who decides, and what decision do they face?

Headline

One line, in the audience's language.

Situation

The audience's problem, not the solution's features.

What Changed

Evidence

The few numbers that carry the story.

The Ask

Why Now

The cost of each week of delay.

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.