

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

## Audience

*Who decides, and what decision do they face?*

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## Headline

*One line, in the audience's language.*

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## Situation

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

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## What Changed

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## Evidence

*The few numbers that carry the story.*

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## The Ask

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## Why Now

*The cost of each week of delay.*

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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.