PRACTICAL RESOURCE / OUTCOME DRIVEN

Research-to-action brief

Outcome Driven · Ashley Kays Rabbitt

Use this brief with or without AI. Never present generated material as a customer quote, observation, or measured result.

1. What decision must this research support?

Name the decision owner and current uncertainty.

[Your notes]

2. What evidence is available?

Record source IDs, dates, permissions, and limitations.

[Your notes]

3. What did you actually observe?

Use traceable IDs and avoid inferred motivations.

[Your notes]

4. What conflicts with the leading explanation?

Preserve unusual or contradictory evidence.

[Your notes]

5. What explanations are still hypotheses?

State what further evidence could change your view.

[Your notes]

---

6. What remains unknown?

Include data gaps and participant-selection limits.

[Your notes]

---

7. What is the next defensible action?

Choose a question, prototype, test, or decision not to proceed.

[Your notes]

---

8. Who checked the claims and any AI-assisted draft?

Verify quotes, IDs, data handling, and unsupported statements.

[Your notes]
