

From a finding to useful work.

An action brief should say what to do and why.

Keep evidence and proposed work distinct.

Swipe for the next step →

Start with one finding

What did the retained answer actually say?

Record the exact question, source label and supporting passage.

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Choose a specific target

One page. One audience. One change.

Prefer a clear product explanation or factual correction to a vague instruction to optimise everything.

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Review the draft

Check every factual claim before publishing.

A generated content block is a starting point. It is not verified merely because software produced it.

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Record implementation

Owner. Date. Change. Baseline.

Keep a no-change outcome visible when the evidence supports it.

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Measure again

Use comparable questions and scope.

Treat later differences as observations; investigate other explanations before claiming impact.

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