AVAIL
RETHINK RESULTS

		What's the story?	What data do I have to support the story?
Set context	What's the problem? How is that problem impacting us? (i.e., why do we need to solve it) What are the drivers (causes) of this problem?		
Make your recommendation	How should we fix the problem? Start with "We should…" **This should be a single, synthesized statement of action**.		

This template is based upon Aristotle's writings in *Rhetoric III*

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		What's the story?	What data do I have to support the story?
Support your recommendation	How do we know our solution is the right solution? (3-5 pieces of evidence). What changes will we see in the future that will prove that this solution is working? (Tie back to impact) **Each piece of evidence should be a single bullet**		
Acknowledge contrary evidence or considerations	What data have you found that do not support your proposed solution? Given this data, why do you still think your solution will work?		
Lay out a plan	What are the next steps?		

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Metric name	In plain language, what **business question** does this metric help answer?	How is it calculated?			Generally speaking, is it better to be above or below target?
		What's the formula?	Is it a relative (comparative/ computed) or absolute (counted) number? Is the metric aligned with the question (relative or absolute)	What's the possible range of values this metric can take?	