

Form 01 — Opportunity brief

Companion worksheet to *Design-Led Involvement for Business Growth* by Sylvian Bryan.

Project: _____ Date: _____ Use evidence and mark unknowns. Attach supporting records as needed.

Person and situation

Observed problem and source

Desired outcome and business consequence

Facts, assumptions and unknowns

Owner, next evidence step and maximum commitment

Tool 2 Stakeholder and decision map

Use this when an initiative crosses roles or departments. Identify the person affected, the knowledge they hold, the decision they influence, and the time when their involvement is necessary.

Separate users, buyers, approvers, operators, maintainers, and people affected indirectly. Name the accountable decision owner. Record specialists whose review is necessary for particular risks. Do not invite everyone to every meeting; arrange access at the point where their knowledge can change the work.

Notes / decisions / next steps

Companion resources: www.sylvianbryan.com/design-led/forms/