

This is an *initiative brief*, aka an *initiative one-pager*. It's a simple document that helps teams to outline a project before they get started to make sure that:



All stakeholders are on the same page regarding the problem to be solved.



The solution they adopt, build, or implement actually solves the problem they set out to fix.



They don't implement a solution that is unnecessarily complicated or expensive to build/roll out.

Initiative briefs achieve this by helping you to first outline your problem in a solution-agnostic way. This means that **we try not to mention any ideas for solutions when we describe the problem we are trying to solve**. This helps us to make sure the problem on its own is worth solving, and that the solution we choose adequately solves the problem.

Second, we try to **describe the value of solving this problem**. This is particularly helpful with prioritising competing initiatives, especially if the value is measurable.

Next, we try to explore more than one solution. This helps us to make sure we're choosing a solution that has good return on investment. This means **we ideally want to choose simple solutions to big problems** rather than complex solutions to small problems.

Lastly, initiative briefs can also contain any notes or research relevant to the initiative. This section is less structured — **you can do what works best for you**. It is helpful to document your working notes and research so that others can easily find any information relevant to an initiative in one simple location.

Tip: the first solution you think of not always the best approach!

Try to list out multiple possible solutions. Think of at least one that is SUPER simple, even if it sounds silly.

Example: Dealing with our Stock Problems

① PROBLEM STATEMENT

During peak periods, flagship products are often out-of-stock.

② PROPOSED VALUE

If products are available to more shoppers, customers will be happier and revenue will be higher.

③ PROPOSED SOLUTIONS

- Build a tool to predict seasonal stock requirements.
- Allow shoppers to register for “Back in Stock” notifications when they land on a product that is out of stock.
- Prominently recommend alternative products when shoppers land on a product that is out of stock.

Tip: never mention a solution in your problem statement!

e.g., “we don't have back in stock notifications” is a bad problem statement because it mentions the solution (back in stock notifications).

Research & notes

We've done some research to help us to decide what approach to take:

- [Here is some reporting](#) on how often this problem happens.
- [Sarah compiled few screenshots](#) of how similar websites usually present Out of Stock notifications on product pages.

Tip: keeping all of your research here makes it easy for someone else to take over in the future, check in on progress, or learn about why we did things a certain way.

Tip: if you're doing a LOT of research, store it in a child page underneath your initiative brief and link to it from the initiative. This can keep things more organised.