Brief Decoder — Insight Capture

For the facilitator — capture each reading and the one problem the team commits to. Stay on the brief, not the people.

TEAM / GROUP	FACILITATOR	DATE

THE ONE THING TO REMEMBER

A vague brief is not the problem. Acting on it too early is.

The brief holds several different problems using the same words — surface the readings, then choose one.

1 · The brief — the vague brief, exactly as it was given (don't paraphrase)

2 · The readings — each person's reading of the problem, written privately, then revealed together

PERSON / READING	PERSON / READING

3 · What the team saw — how differently the same brief was read (the reveal)

4 · The chosen problem — made concrete, so no two people could read it differently

WHO IT'S FOR	WHAT CHANGES	WHAT "DONE" MEANS

5 · Set aside — the readings not chosen (named, not lost), and who owns the problem

The reusable habit: before solving a vague brief, have everyone state the problem on their own — if the versions differ, you haven't got a problem yet.

6 · Facilitator notes — what worked, what to watch, follow-ups

Before you leave: *photograph this sheet and send it to everyone who took part. An insight that isn't written down rarely survives the week.*

© Witmer