**Team Assignment 2 – Briefing Document**

1. *The Challenge.* This defines "where we are now" and is always either a problem or an opportunity.
2. *The Undesired Outcome*. This defines "where we don't want to be"--what will happen if the problem or opportunity is not addressed.
3. *The Desired Outcome.* This defines "where we do want to be," which should obviously be better than the undesired outcome.
4. *The Proposed Solution.* This defines what must be done to avoid the undesired outcome and achieve the desired one.
5. *The Risk Remover.* Why the proposed solution is likely to succeed and unlikely to fail.
6. *The Call to Action.* The decision you want made that will put the solution into motion to achieve the desired outcome.

Typically, each of the six sections consists of a single paragraph, which means you should be able to get the briefing document onto one single-spaced page. If the decision to be made is complex, each section might have two or three paragraphs.

**Important:** Do not exceed three single-space pages using 12-point Times New Roman. One reason it's called a briefing document is that it must be, well, brief.