

A brief that makes quality inspectable

Fictional onboarding-software example.

SALES → IMPLEMENTATION HANDOVER	
Reader	Operations lead discovering promises after signature.
Decision	What moves between teams, who confirms it and how exceptions are handled.
Evidence needed	Approved handover process + current product documentation.
Product reviewer	Named product/process owner. Confirm roles and information access.

- 1

A useful decision
The reader should leave able to do something specific.
- 2

Evidence before detail
Verify a process or feature before turning it into instructions.
- 3

A named reviewer
Product accuracy needs an owner with authority to reject the draft.

Inspect the passage

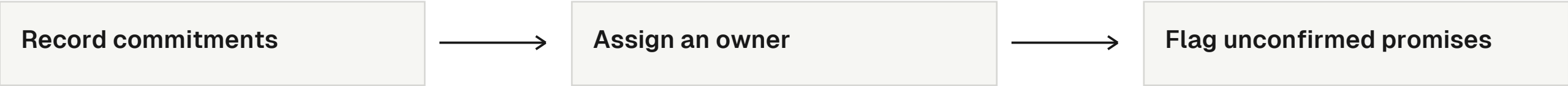
WEAK EXAMPLE

“A seamless handover empowers teams to delight customers and accelerate success.”

STRONGER EXAMPLE - STILL REQUIRES REVIEW

“Before the handover meeting, record the customer's intended outcome, promised integrations, agreed dates and unresolved questions. Give each open commitment an owner. Ask the implementation lead to flag any promise the delivery team cannot yet confirm.”

Make the media carry a useful step



ACCEPTANCE EXAMPLE: RETURN FOR VERIFICATION

Flag any unconfirmed integration promise. Process and product evidence still need verification. Before counting delivery: resolve claims, record reviewer/rework, add media + text equivalent, then publish and check the live page, links, metadata and mobile layout.