Illustrative sample using fictional data. Not a client project or evidence of results.

Business Priority Brief

Fictional service business | Enquiry-to-proposal workflow | Four-week review window

The priority

Problem statement: enquiries enter several inboxes, and ownership is unclear. The immediate question is where hand-offs need a consistent owner before considering new marketing spend.

Review boundary: enquiry receipt to proposal issue. No sales uplift, root cause or return on investment is established by this sample.

Fictional evidence

Measure	Hypothetical observation	Interpretation
Enquiries in the four-week log	40	Sample size only; not a forecast.
Without an assigned owner at first review	12 of 40 (30%)	Ownership gaps merit investigation.
Missing scope information	18 of 40 (45%)	A short intake checklist may help.
Median first-response time	24 business hours	Recorded timestamps require validation.

Constraints and competing explanations

The ownership and missing-information groups may overlap; percentages must not be added. The log excludes enquiries never recorded. No channel mix, workload profile or historical comparison is available.

Potential contributors include unclear routing, incomplete intake or workload peaks. These are hypotheses to test, not confirmed causes.

Illustrative sample using fictional data. Not a client project or evidence of results.

Business Priority Brief - continued

Prioritised actions

Priority	Proposed action	Role accountable	Evidence to review
1	Agree a single intake log and routing rule.	Operations lead	Unassigned enquiries and hand-off records.
2	Trial a minimum scope checklist.	Client services lead	Missing fields and clarification loops.
3	Review response-time distribution by workload and channel.	Business owner	Validated timestamps and workload context.

Next decision and next step

Agree the review boundary and a responsible owner. Validate the fictional measures against actual records before selecting an intervention.

A Focused Business Review could produce a defined problem statement, prioritised actions and a recommended next step. Any assignment requires agreed scope, timing and fees.

What this brief does not establish

This illustration does not demonstrate a client engagement, a diagnosis, a realised improvement or a software product output.