METHOD IF-EC / V1.0 / 04 JAN 2027

Evidence before commitment.

An archived working method. Five steps for turning research into a proportionate decision.

PURPOSE

> A compact way to turn research into a proportionate business decision.

01 Frame the decision

Name the decision owner, the choice and the date it must be made.

Record: One decision statement.

02 Trace the evidence

List observations with source IDs, dates and denominators. Separate recorded facts from interpretation.

Record: Evidence register with limits.

03 Compare plausible responses

Compare doing nothing, the smallest change and a larger commitment against the decision objective.

Record: Options with reasons and trade-offs.

METHOD IF-EC / V1.0 / CONTINUED

Close the loop.

The original edition ends with a decision and a lesson. Its omissions explain the next revision.

04 Test the smallest useful change

Define a bounded test, owner and measures before collecting results.

Record: Test plan and result, or an explicit decision to gather more evidence.

05 Record the decision and lesson

State what to do, why, who owns the next action and when to review it. Capture a reusable lesson.

Record: Decision note and draft method improvement.

WHAT THIS EDITION DID NOT MAKE EXPLICIT

The method asks for evidence but does not explicitly require a contrary observation.

Constraints may be buried in the options discussion.

A reusable lesson has no explicit sanitisation or review step.

Archive this edition as a reference. Version 2 adds explicit conditions, a counterexample, a dated decision rule and a reviewed extraction for reuse. Existing client decisions remain separate records.