

# One-Page 4MAT Document

## Completion Guidance

Each section should be concise, ideally 2–4 sentences, with optional bullet points or visuals to aid clarity. The goal is to secure approval to proceed by clearly articulating the need, concept, approach, and value. The intent is for the 4MAT to fit on a single page.

Include diagrams or analogies in an appendix only if they aid understanding. The design process may include multiple 4MAT that represent milestone decision points.

## Why – The Rationale

**Purpose:** Explain the business need or opportunity.

**Guidance:**

- Describe the current challenge or missed opportunity.
- Link to strategic goals, compliance, or user pain points.
- Use a compelling stat, quote, or observation to anchor urgency.

**Prompts to consider:**

- What's broken, inefficient, or risky?
- Why does this matter now?
- What will happen if we don't act?

## What – The Concept

**Purpose:** Define the proposed solution or direction.

**Guidance:**

- Describe the envisioned future state or capability.
- Outline the scope and boundaries of the idea.
- Reference relevant technologies, processes, or models.
- Keep it high-level and outcome-focused.
- Avoid technical detail unless essential for the audience.

**Prompts to consider:**

- What are we proposing to do?
- What will be different or better?
- What principles guide the design?

## How – The Approach

**Purpose:** Outline how the solution will be delivered.

**Guidance:**

- Outline the delivery approach (e.g., agile, phased, pilot).
- Identify key roles, dependencies, and systems involved.

- Highlight risks and mitigations briefly.
- Mention governance, change management, or training if relevant.

**Prompts to consider:**

- How will we make this happen?
- What are the major steps or milestones or decision points?
- What support or approvals are needed?

## What if – The Impact

**Purpose:** Explore the implications, benefits, and potential outcomes of proceeding (or not).

**Guidance:**

- Describe measurable benefits (e.g., cost savings, time reduction, satisfaction scores).
- Include success criteria or KPIs.
- Consider alternative scenarios or options.
- Address sustainability, scalability, and long-term value.
- Be transparent about uncertainties or trade-offs.

**Prompts to consider:**

- What does success look like?
- What if we delay or do nothing?
- What risks or trade-offs should we consider?

## How Much – The Value or Cost

**Purpose:** Quantify effort, cost, or expected benefit.

**Guidance:**

- Include indicative cost, time, or resource estimates.
- Highlight expected ROI, efficiency gains, or risk reduction.
- Use T-shirt sizes, ranges or confidence levels if exact figures aren't known.

**Prompts to consider:**

- What will it cost (time, money, effort)?
- What value will it deliver?
- What's the payback or impact?