

# Content and Social Media Calculation Assumptions Workbook - Compare Two Options

Content and Social Media | Compare Two Options | Asset ID TJ-14-02-02

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## Purpose and working method

This independent, printable companion helps you shape an original message around audience, purpose, proof and an honest call to action while working toward one outcome: place two realistic alternatives on the same assumptions. Use a suitable calculator or utility for computation, then use these pages to preserve meaning, assumptions, checks and decisions. A number alone is not a decision record; a useful record shows where the inputs came from, why the method fits and what would make the result unsafe or misleading.

| Project snapshot     | Record                              |
|----------------------|-------------------------------------|
| Project or question  | _____                               |
| Prepared by / date   | _____                               |
| Decision owner       | _____                               |
| Intended outcome     | Compare Two Options                 |
| Tool or method used  | Name and version/date: _____        |
| Authoritative source | Title, owner and access date: _____ |
| Review deadline      | _____                               |

## Domain readiness map

| # | Input area            | Current state               | Trace         |
|---|-----------------------|-----------------------------|---------------|
| 1 | Audience and need     | Known / estimated / missing | Source: _____ |
| 2 | Single objective      | Known / estimated / missing | Source: _____ |
| 3 | Key message           | Known / estimated / missing | Source: _____ |
| 4 | Evidence and examples | Known / estimated / missing | Source: _____ |
| 5 | Format and channel    | Known / estimated / missing | Source: _____ |
| 6 | Review and approval   | Known / estimated / missing | Source: _____ |

## Calculation Assumptions Workbook

This working page applies the calculation assumptions workbook format to compare two options. Complete it before polishing a conclusion. The useful evidence is a like-for-like input set and explicit trade-offs; the governing rule is: choose only after differences in risk, cost, time and quality are visible.

| Assumption            | Why it is needed                                 | Evidence or owner | Sensitivity |
|-----------------------|--------------------------------------------------|-------------------|-------------|
| Audience and need     | state what is believed but not directly observed | _____             | _____       |
| Single objective      | state what is believed but not directly observed | _____             | _____       |
| Key message           | state what is believed but not directly observed | _____             | _____       |
| Evidence and examples | state what is believed but not directly observed | _____             | _____       |
| Format and channel    | state what is believed but not directly observed | _____             | _____       |
| Review and approval   | state what is believed but not directly observed | _____             | _____       |

### Completion standard

- Write real units, dates and source owners; avoid labels such as normal, typical or standard without a definition.
- Mark estimates as estimates. Record a range when a single value would imply false precision.
- Keep an untouched copy of source data and give every working version a date or revision.
- Record contrary evidence. A workbook that only supports the preferred answer is not a reliable check.
- Remove personal, confidential or security-sensitive details that are unnecessary for the decision.

## Input and Data Map

**Privacy gate: minimise personal, confidential and security-sensitive information. If a value can identify a person, account, location or protected system, use an approved environment and retention rule.**

| # | Data element          | Minimum validation       | Source       | Status      |
|---|-----------------------|--------------------------|--------------|-------------|
| 1 | Audience and need     | identity and date        | Owner: _____ | Ready / gap |
| 2 | Single objective      | definition and unit      | Owner: _____ | Ready / gap |
| 3 | Key message           | range and precision      | Owner: _____ | Ready / gap |
| 4 | Evidence and examples | missing-value rule       | Owner: _____ | Ready / gap |
| 5 | Format and channel    | consistency with peers   | Owner: _____ | Ready / gap |
| 6 | Review and approval   | fitness for the decision | Owner: _____ | Ready / gap |

## Transformation trail

| Stage       | Question                                       | Record                    |
|-------------|------------------------------------------------|---------------------------|
| Raw input   | What arrived before cleaning or conversion?    | Location / version: _____ |
| Cleaning    | What was removed, repaired or standardised?    | Rule: _____               |
| Conversion  | Which units, formats or scales changed?        | Before / after: _____     |
| Derivation  | Which values were calculated from others?      | Method: _____             |
| Exclusion   | Which records or conditions were left out?     | Reason: _____             |
| Final input | What exact dataset or values entered the tool? | Hash / version: _____     |

## Spot-check sample

| Sample | Original      | Working value   | Comparison        | Decision         |
|--------|---------------|-----------------|-------------------|------------------|
| 1      | Source: _____ | Prepared: _____ | Difference: _____ | Accept / correct |
| 2      | Source: _____ | Prepared: _____ | Difference: _____ | Accept / correct |
| 3      | Source: _____ | Prepared: _____ | Difference: _____ | Accept / correct |
| 4      | Source: _____ | Prepared: _____ | Difference: _____ | Accept / correct |

## Compare Two Options Action Workbook

Use this page to place two realistic alternatives on the same assumptions. The aim is not to fill every blank; it is to expose the few facts that could change the decision. The evidence package should contain a like-for-like input set and explicit trade-offs.

| Action field        | Prompt                                        | Record |
|---------------------|-----------------------------------------------|--------|
| Decision to support | What choice or action will this work inform?  | _____  |
| Audience            | Who must understand or approve it?            | _____  |
| Success measure     | What observable result would count as useful? | _____  |
| Decision date       | When is evidence needed, and why then?        | _____  |
| Critical assumption | Which belief could reverse the conclusion?    | _____  |
| Missing evidence    | What is the most important current gap?       | _____  |
| Stop condition      | What result requires pause or escalation?     | _____  |

## Outcome-specific plan

| Step         | Required action                                                           | Record                  |
|--------------|---------------------------------------------------------------------------|-------------------------|
| 1. Frame     | Restate compare two options as a question                                 | Owner / due: _____      |
| 2. Gather    | Collect a like-for-like input set and explicit trade-offs                 | Owner / due: _____      |
| 3. Calculate | Use inputs from audience and need and single objective                    | Method / version: _____ |
| 4. Challenge | Test format and channel and review and approval                           | Reviewer: _____         |
| 5. Decide    | Choose only after differences in risk, cost, time and quality are visible | Decision: _____         |

## One-sentence brief

We need to decide \_\_\_\_\_ by \_\_\_\_\_. The current evidence suggests \_\_\_\_\_, but the decision could change if \_\_\_\_\_. The next owner is \_\_\_\_\_.

## Assumption and Source Register

Source gate: an online result is not automatically authoritative. Record the original owner, document or dataset, publication or revision date, access date and the exact field used. Recheck time-sensitive values before publication or commitment.

| ID | Item                  | Evidence class               | Trace         | Decision impact  |
|----|-----------------------|------------------------------|---------------|------------------|
| A1 | Audience and need     | Fact / estimate / assumption | Source: _____ | Low / med / high |
| A2 | Single objective      | Fact / estimate / assumption | Source: _____ | Low / med / high |
| A3 | Key message           | Fact / estimate / assumption | Source: _____ | Low / med / high |
| A4 | Evidence and examples | Fact / estimate / assumption | Source: _____ | Low / med / high |
| A5 | Format and channel    | Fact / estimate / assumption | Source: _____ | Low / med / high |
| A6 | Review and approval   | Fact / estimate / assumption | Source: _____ | Low / med / high |

## Units, dates and versions

| Control           | Review question                               | Record            |
|-------------------|-----------------------------------------------|-------------------|
| Units             | Are symbols and conversion factors explicit?  | Checked by: _____ |
| Time basis        | Instant, daily, monthly, annual or lifecycle? | Basis: _____      |
| Currency / locale | Currency, tax location and rounding rule?     | Basis: _____      |
| Version           | Which tool, formula, policy or data revision? | Version: _____    |
| Applicability     | Why does the method fit this case?            | Reason: _____     |
| Exclusions        | What important factor is outside the model?   | Record: _____     |

## Assumption challenge

- What direct evidence would replace the largest assumption?
- Which assumption is both uncertain and capable of changing the decision?
- Would an independent person interpret every field the same way?
- Has a current authoritative source been checked for rates, limits, laws, standards or safety boundaries?
- Who is qualified to approve this use of the result?

## Scenario Comparison Matrix

Scenario work reveals whether compare two options stays stable or depends on a narrow assumption. Change a driver deliberately, retain the same definitions and explain why each value is credible. Do not label an optimistic case as expected simply because it is preferred.

| Driver                | Low / adverse       | Working case    | High / favourable | Reason        |
|-----------------------|---------------------|-----------------|-------------------|---------------|
| Audience and need     | Conservative: _____ | Expected: _____ | Stretch: _____    | Source: _____ |
| Single objective      | Conservative: _____ | Expected: _____ | Stretch: _____    | Source: _____ |
| Key message           | Conservative: _____ | Expected: _____ | Stretch: _____    | Source: _____ |
| Evidence and examples | Conservative: _____ | Expected: _____ | Stretch: _____    | Source: _____ |
| Format and channel    | Conservative: _____ | Expected: _____ | Stretch: _____    | Source: _____ |
| Review and approval   | Conservative: _____ | Expected: _____ | Stretch: _____    | Source: _____ |

## Outcome comparison

| Comparison                    | Conservative        | Expected            | Stretch             |
|-------------------------------|---------------------|---------------------|---------------------|
| Calculated result             | _____               | _____               | _____               |
| Time implication              | _____               | _____               | _____               |
| Cost or resource implication  | _____               | _____               | _____               |
| Quality or performance effect | _____               | _____               | _____               |
| Risk and reversibility        | _____               | _____               | _____               |
| Evidence confidence           | Low / medium / high | Low / medium / high | Low / medium / high |

## Sensitivity note

The conclusion changes most when \_\_\_\_\_ moves from \_\_\_\_\_ to \_\_\_\_\_. That driver is supported by \_\_\_\_\_. Before commitment, we will \_\_\_\_\_.

## Verification and Decision Gate

**High-stakes gate:** Use original or licensed material, verify factual claims and permissions, and avoid deceptive endorsements, guarantees or impersonation. For any consequential use, a qualified professional must verify the current authoritative source, inputs, method and limits. A completed workbook does not grant legal, financial, medical, engineering, laboratory, security, operational or safety approval.

| Gate               | Acceptance condition                                   | Status     | Evidence |
|--------------------|--------------------------------------------------------|------------|----------|
| Input trace        | Every critical value has a source, date and unit       | Pass / gap | _____    |
| Independent check  | A second method or reviewer could expose an error      | Pass / gap | _____    |
| Applicability      | The method fits the case and stated boundary           | Pass / gap | _____    |
| Range              | A plausible low and high case has been tested          | Pass / gap | _____    |
| Contrary evidence  | Conflicts are recorded and explained                   | Pass / gap | _____    |
| Privacy and rights | Sensitive and third-party material is controlled       | Pass / gap | _____    |
| Qualified review   | Required professional or authorised review is complete | Pass / gap | _____    |

## Decision record

| Decision field     | Choice                                  | Record           |
|--------------------|-----------------------------------------|------------------|
| Recommendation     | Proceed / revise / pause / reject       | Reason: _____    |
| Confidence         | Low / medium / high                     | Evidence: _____  |
| Conditions         | What must stay true?                    | Record: _____    |
| Reversal trigger   | What new evidence reopens the decision? | Record: _____    |
| Owner and approval | Who owns the decision and its limits?   | Name/date: _____ |

## Final rule

For compare two options, choose only after differences in risk, cost, time and quality are visible. Record the decision separately from the calculation so a later reviewer can distinguish evidence, interpretation, approval and action.

## Handover, Reuse and Follow-Up

Close the record so another person can reproduce the work, understand the limits and continue compare two options without relying on memory. Keep the smallest useful evidence package, protect sensitive information and give the final file a clear version.

| Handover field      | Record                             |
|---------------------|------------------------------------|
| Current conclusion  | _____                              |
| Evidence location   | Folder, record or reference: _____ |
| Open question       | _____                              |
| Decision condition  | _____                              |
| Next action / owner | _____                              |
| Review date         | _____                              |
| Retention / privacy | Keep until _____; access: _____    |

## Reuse checklist

| Reuse gate  | Question                                                              | Status       |
|-------------|-----------------------------------------------------------------------|--------------|
| Definitions | Are the meanings of audience and need and single objective unchanged? | Yes / update |
| Sources     | Are rates, limits, data and guidance still current?                   | Yes / update |
| Context     | Does the new case share the same scope and conditions?                | Yes / update |
| Method      | Is the chosen tool or method still applicable?                        | Yes / update |
| Review      | Has the right qualified or authorised person checked it?              | Yes / update |
| Version     | Has the reused record received a new date and identifier?             | Yes / update |

## 30-day learning loop

- Compare the expected result with what actually happened.
- Record whether an assumption, input definition or method caused avoidable rework.
- Improve one shared field or check; do not add process that supports no decision.
- Archive the final decision, not every unnecessary draft.

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