

Project name, stated as the outcome, not the address

PROJECT · the project's name

CATEGORY · type of development – single-family residential, senior living, medical clinic, etc.

Location · the Lever(s) addressed



THE DIAGNOSIS	THE PRESCRIPTION	THE OUTCOME
What was actually wrong, stated in physician terms, not a design complaint.	The specific intervention, tied to the Lever and the Anatomy system it treats.	A real, observed or reported outcome. Qualitative by default; a number only if one was actually measured.

A short, directly-attributed line from the person who actually said it. If nothing has been said yet, this block is left out, not filled with a guess.

TESTIMONIAL – NEVER INVENTED, ALWAYS PERMISSIONED

