C-A-R-A™ Cheat Sheet - Quick Reference

Use this one-pager as a reference when framing your work for stakeholders, reporting, or presenting insights.

C — Challenge

- What's the core problem, pain point, or opportunity?
- Why does it matter to the business?
- Who experiences this challenge, and how?
- Is it recurring, new, or growing?

A — Approach

- What steps did you take?
- Which tools or methods were used and why?
- Were there constraints or trade-offs?
- What alternatives were considered?

R — Result

- What changed as a result?
- What value was created (e.g. time saved, cost reduced, insight gained)?
- Can the outcome be measured or demonstrated?
- What didn't work as planned?

A — Application

- How can this solution be reused, scaled, or shared?
- What should the audience do next?
- Is there a way to embed the insight into processes or tools?
- Who else can benefit from this?