Critical Thinker's Checklist

Product: _____

Does the product:

☐ Answer the customer's key questions?

☐ Include both the "what" and the "so what?"

☐ Provide new insights and deepen understanding of the issue?

☐ Present clearly and accurately all the forces and dynamics at play?

☐ Articulate a clear line of analysis, putting the bottom line up front?

☐ Provide sufficient reasoning and compelling evidence to support all judgments?

☐ Consider alternative explanations and identify important contrary evidence and gaps?

☐ Present the reason for any uncertainty and describe levels of confidence in the sources and key judgments?

☐ State the main point of the paper in the title and the first paragraph?

☐ Ensure that each section, paragraph, and sentence advances the storyline?

☐ Avoid bias, advocacy, and value-laden terms?

☐ Incorporate graphics to advance and underscore the message?