

THE SAINT REPORTING FRAMEWORK BY TRUST INSIGHTS

TRUST INSIGHTS

SUMMARY · ANALYSIS · INSIGHTS · NEXT STEPS · TIMELINE

How do you communicate your data more effectively and efficiently? How do you get your stakeholders to take action? The SAINT Reporting Framework structures your reports so stakeholders get the key points first, understand the data behind them, and know exactly what to do next.

SECTION	REPORTING GUIDANCE
S	SUMMARY What happened, why, and what needs to happen. Your stakeholders are busy with a short attention span. Make the most of their time with the key points and decisions they need to make. Lead with the conclusion, not the journey.
A	ANALYSIS Key performance indicators, focused on what you and your team did. Show your work. After the summary, have the analysis ready for inevitable questions about what happened. Focus on the metrics that matter and present them clearly with context – not just numbers in a vacuum.
I	INSIGHTS Why things happened, in detailed analysis. The next set of questions you need to be ready for is “why did it happen?”. Go beyond the numbers. Connect the dots between what you measured and what caused those results. Insights are where you demonstrate expertise.
N	NEXT STEPS A list of what actions to take – by owner. So what? Once you know what happened and why it happened, you need to take action. What are the next steps? Every action item needs an owner. Unowned tasks don't get done.
T	TIMELINE How long do people have to take action, set expectations for the future. Action items will get lost on an endless backlog unless there is a plan and a due date. Make the most of your insights and actions by setting concrete deadlines and expectations for follow-up.

KEY PRINCIPLE

Reports are for stakeholders, not for you. Structure every report around what they need to know and what they need to decide – not around what was easiest for you to measure.

ASK YOURSELF

- Summary: Could a stakeholder read just your summary and know exactly what happened and what they need to decide?
- Analysis: Are you showing the metrics that actually matter, or just the ones that are easy to pull?
- Insights: Have you answered “why” for every major result, or are you just reporting numbers without context?
- Next Steps: Does every next step have a clear owner, and would that person know exactly what to do?
- Timeline: Does every action item have a deadline, and have you set expectations for when stakeholders will see results?

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