

SOP explainer brief (Template & Video Brief)

Explain a repeatable process with clear checkpoints and an escalation route. Edit, copy or download this free template, with inputs, a story order and review points.

SOP explainer brief

Purpose: Explain a repeatable process with clear checkpoints and an escalation route.

Process owner and version: [Add your own information]

When to start: [Add your own information]

Prerequisites: [Add your own information]

Numbered steps: [Add your own information]

Expected result at each checkpoint: [Add your own information]

Stop conditions: [Add your own information]

Escalation contact: [Add your own information]

Full SOP link: [Add your own information]

Story order: State the trigger, walk through the checkpoints, show a common exception and point to the authoritative procedure.

Review: Scope the video to a 60-120 second overview. Exact screen operations and safety-critical instruction require the approved procedure and actual demonstration.

For a video (if needed): target duration, narration language, required visuals and one next action. Confirm scope and quote before production.

Turn your PDF, PPTX pitch deck, or brief into a 30-180s narrated business video

Upload slides or documents at Axiom Lab for free material analysis before production:

- > Edit or copy this template online: <https://axiomlab.online/templates/sop-explainer>
- > Watch the complete 74s demonstration film: <https://axiomlab.online/examples/pitch-deck-demo>
- > Turn your PDF or PPTX deck into a video: <https://axiomlab.online/pitch-deck-to-video>
- > Rehearse with the free script timer: <https://axiomlab.online/tools/script-timer>