

Briefing Guidelines

Project Kick-Start

This is a list of topics you might want to include in your Briefing. It is not the intention that you should include each and every one of these nor is the list comprehensive. What you choose to include will depend on your role within and the expertise you bring to the project.

Project Briefings may be short or long depending on the nature of the project and whether any preliminary work has already been carried out.

- (1) Who you are and your role in the project
- (2) Which management team set up and is steering the project, who the Champion and Project Leader are
- (3) Explain the areas you are going to cover
- (4) If there are other people also carrying out a Briefing, say how what you are going to say fits in with what they will cover
- (5) Background to the project and where it came from, especially which strategy it fits under
- (6) Why and how those present have been selected to be involved
- (7) Why the project is important (to the organisation, to customers, to others)
- (8) Key issues the project must tackle
- (9) A brief overview of the Project Remit:
 - (a) Objectives
 - (b) Scope, inclusions, exclusions
 - (c) Timescales and milestones
 - (d) Interdependencies with other work or projects
- (10) The proposed sub-projects (Major Project Methodology only)
- (11) Changes you would like to see at the end of the project
- (12) What you expect not to be affected and why
- (13) Competitor or benchmarking information, what other organisations/locations are doing
- (14) Any other relevant background information or data
- (15) The story so far, where the project has got to, key pieces of work that have been done, who has been involved, any sticking points
- (16) Lessons learned from previous projects
- (17) Who the Project Team Members are and who else is directly involved (Planning, Improvement and Problem Solving Methodologies)
or
Who the members of the Major Project Steering Group are and why (Major Project Methodology)
- (18) Any other messages you want to get across
- (19) What you would like to see by the end of the Project Kick-Start
- (20) Finish by recapping what you have covered

Notes

Any Briefing always has far more impact if key points are presented on flipchart. Use PowerPoint as an alternative only if you have pictures or graphs to show. Questions will be picked up in the following Scoping Session so only answer points of clarification.

Time

Discuss this with your Facilitator but ideally no more than 30 minutes.