Project Kickoff Brief

Turn a promising idea into a shared starting point. Clarify the outcome, scope, decisions, and responsibilities.

Project: A better first week | Example team: Northstar Studio

Topic	Working agreement	Owner	Review point	Status	Open question
Outcome	Reduce first-week setup time	Alex	Kickoff	Agreed	
Success measure	New users finish setup in one day	Jamie	Pilot review	Agreed	Confirm baseline
In scope	Welcome guide and setup checklist	Robin	Kickoff	Agreed	
Out of scope	Billing and pricing changes	Alex	Kickoff	Agreed	
Deliverable	Tested onboarding pilot	Sam	Launch review	Open	Who joins the pilot?
Constraint	Use existing support tools	Jamie	Kickoff	Agreed	
Key risk	Limited reviewer availability	Robin	Weekly review	Open	Reserve review time
Decision	Choose pilot launch date	Alex	Next check-in	Open	Confirm team capacity

Illustrative example. Replace the sample data with your team's information. Editable version included as a separate Excel download.

Free to adapt and share within your team. Not for resale or redistribution as a template collection.

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Team / project: _____ Period / date: _____

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Blank worksheet - calculate totals manually. The Excel file includes automatic summaries.

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