

Project Kick-Off Canvas

Project:

Version:

Date:

Session participants:

1) Desired outcomes



Why are we doing this project?  
What do we want to achieve?  
How will things be better or different after the project?  
What are the benefits we are trying to get?

Consider affect on - Business performance, customer, staff, organizational capabilities, environment, competitiveness, etc.

2) Plan of attack



How will we achieve the desired outcomes?  
What is our strategy?  
What are the major steps (or phases) along the way?  
What alternatives are there?  
Which alternative might be best?

Focus on being creative. Remember not to fall into the "first option adoption" trap (i.e. think beyond the obvious, think of alternatives).

3) Major deliverables & tasks



What will this project produce?  
What are the major components to be created?  
What do we need to deliver?  
Where are the scope boundaries?  
What are the priorities?

Think of all of the big blocks needed to make the project a success (be they physical outputs or intangibles).

7) Stakeholders



Who will benefit from this project?  
Who will use or consume the deliverables?  
Who needs to be a part of the project?  
Who will be affected during or after the project?  
Who needs to be kept informed?  
Who's approvals will we need in order to proceed?

5) Critical success factors



What will it take to make this project a success?

Consider - skills, relationships, technical factors, communications, support (buy-in), timing or any factor that may help ensure success.

4) Measures of success



How will success be judged?  
How could we express the desired outcomes as objectives?  
What are our targets?

Aim for SMART goals (Specific, Measurable, Achievable, Relevant and Time-bound).

6) Constraints



Are there any limits?  
When does this need to be done by?  
How much money is available?  
Are there any laws or regulations we need apply?

Consider if there are any ways around the constraints.

8) Risks & assumptions



What might go wrong? - Think broadly and openly (avoid falling prey to the "confirmation bias").  
What assumptions are we basing our plan on?  
What happens if those assumptions are wrong?  
How risky are the assumptions?  
Can the plan of attack be modified to reduce risk?

Parking lot) Issues, roadblocks & outstanding questions



Use this area to record items needing follow up or details you want to keep track off, but don't want to discuss in full during the meeting.