

Impact-Led Project Brief™

STRUCTURE

A project brief built backwards, not from tasks, deliverables, or assumed solutions, but from the impact you want to create.

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| 1. Purpose & Problem Definition |➤ | Why this project exists, what triggered it, and what happens if nothing changes. |
| 2. Required Outcomes (Non-Negotiables) |➤ | The real change the project must create, who benefits, and the emotional or behavioral shift required. |
| 3. Success Measures |➤ | Clear, observable indicators that show whether the project is working. |
| 4. Constraints & Realities |➤ | Timing, budget, resources, dependencies, and other truths that shape the work. |
| 5. Required Inputs & Context |➤ | Research, insights, past learnings, and information that should inform decisions. |
| 6. Decision-Making Structure |➤ | Who decides, who gives input and who needs to be informed. |
| 7. Emotional & Team Alignment Factors |➤ | Team priorities, sensitivities, communication preferences, and ways of working that support momentum. |

Strong briefs create clarity. Execution makes it real.
Turn this into a system your team can actually run.

Impact-Led Project Brief™

TEMPLATE



A project brief built from the impact you want to create, not from tasks, deliverables, or assumptions.

Overview

What are we doing and why now? What triggered this project?

Summary

Desired date of project launch

Purpose & Problem Definition

Why does this project exist? What problem, tension, or opportunity triggered it? What happens if we do nothing?

Required Outcomes (The Non-Negotiables)

If this project is successful, what will be different that is not true today? Who benefits? How will we know it's working? The emotional or behavioral shift we want to see. Creative anchors vs creative edges. (This replaces generic statements like "increase engagement" or "build awareness.")



Success Measures

What would success look like in 30, 60, or 90 days? How we'll know this is working. Clear, observable indicators of success.

Constraints & Realities

Timing, budget, resources, legal considerations, dependencies, team capacity. (Truth, not wishful thinking.)

Required Inputs & Context

Research findings, past learnings, brand guidelines, audience insights, anything that shapes execution.

Decision-Making Structure (DACI)

Who are the Driver, Approver, Contributors and Informed parties?

Emotional & Team Alignment Factors

What the team cares about. Known sensitivities. Communication preferences. What will support strong collaboration?

Relevant Links

Documents, references, inspiration, assets