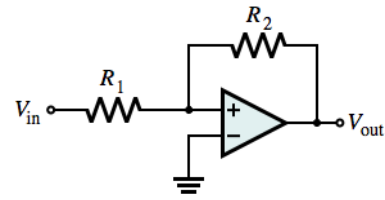


The Writing Project

DEFINITIZER©



Instructions: Print out. Bring to kick-off meeting.
Roll up and use like telescope to gather info on the project. Or, ask verbally and fill in info with pen.

<DEFINITIZER>

Your ALIBI

Date of kick-off meeting:

Attended by:

Suspicious circumstances:

WHAT We Are We Calling This Thing

Project title:

Unanimously agreed

WHAT It's Supposed To Be

Final format:

Final length:

Unanimously agreed

WHY We Are Doing This

The main problem that led to the need for this project:

The *primary* purpose of the project:

Features it must have to meet the primary purpose:

Unanimously agreed

WHO Is Going To Help Me On This

My go-to Info Source Person:

List all people working on the project and their roles:

Unanimously agreed



WHERE The Buck Stops

The person giving *final* approval when it's done:

The person with sign-off authority *at each stage*:



WHO Will Give The Final Review

List all people who will be part of the final review team:

Have kick-off committee recite aloud:

"We solemnly promise that these reviewers will give feedback only in relation to the project's goals. They may not change the purpose of the project."

Unanimously recited



Backwards Countdown To DOOMSDAY Dates

Project must be completed by:

Project goes to production on:

Feedback due from Final Review team:

Distributed to Final Review team:

Unanimously agreed

</DEFINITIZER>