



KIRMELA

Project Kickoff Brief

Every successful project starts with alignment on purpose, priorities, and people. Use this brief to set clear goals and bring everyone on the same page before work begins.

Project overview

Write down the key details so everyone knows what this project is about and who's involved. It sounds simple, but this step keeps everyone on the same page from day one.

Project name	
Date	
Project lead	
Team / Department	

Purpose & goals

Every project has a reason behind it, this is where you explain what that is.

What problem are you solving? What will success look like? Who will it help?

Why are we doing this?

Explain what sparked this project or what it's trying to fix.

What does success look like?

Describe what a good outcome would be, what will have changed or improved?

Who benefits?

Who's it for, users, customers, or your team?

Scope

Be clear about what’s in and what’s out. This helps everyone understand what the project will cover and what it won’t. It keeps things focused and avoids surprises later on.

In Scope	Out of scope

People & roles

Write down the key people involved and what they're responsible for.

When everyone knows their part, things move faster and run smoother.

Role	Name / Team	What they're responsible for

Timelines

Set simple milestones. Break the project into stages and add rough dates.
It doesn't need to be perfect, it just helps everyone see the bigger picture.

Stage	Target date	What happens

Risks & things to watch

Note what might slow you down.

List anything that could get in the way, so you can plan for it early.

Next steps

Decide what happens next.

Finish by agreeing who's doing what right after the kickoff.

☐ *Book the initial meeting...*

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