TEMPLATE 7

Project Kickoff Meeting

PURPOSE: *Launch a project with everyone aligned on why it matters, what done looks like, who decides what, and how the work will run; use it for the first meeting of any project worth a team.*

Project: *Enter project name*	**Project lead:** *Enter name*	**Date:** *MM/DD/YYYY*	**Duration:** *60–90 min*

1. THE WHY (10 MIN)

Why are we doing this project?

What problem does it solve?

Who benefits and how?

How does this align with company goals?

2. THE WHAT (15 MIN)

Project objectives and success criteria	*How we will know it worked*
Scope	*What's in and what's out*
Key deliverables	*The tangible things we will produce*
Definition of done	*The condition under which we stop*

3. THE WHO (10 MIN)

Team roles and responsibilities	*Who does what*
Decision-making authority	*Who decides, who is consulted, who is informed*
Stakeholders and their needs	*Who cares about this and what they need from it*
Communication plan	*Who hears what, how often, through what channel*

4. THE HOW (15 MIN)

Approach and methodology	*How we will work*
Timeline and milestones	*Key dates*
Resources and budget	*People, money, tools*
Dependencies and risks	*What we rely on and what could go wrong*

5. QUESTIONS & CONCERNS (15 MIN)

Open discussion. Surface concerns early. Clarify ambiguities.

- ☐ Every team member has been asked directly for concerns
- ☐ Ambiguities named and either resolved or assigned an owner

5. QUESTIONS & CONCERNS — NOTES

6. CLOSING (10 MIN)

Immediate next steps	*Who does what before the next sync*
First milestone date	*MM/DD/YYYY*
How we'll track progress	*Tool, cadence, owner*
When we'll next sync	*Date and time*

DOCUMENTED DECISIONS

Decision	Made by	Date

> **Pro Tip:** Start with why, as Simon Sinek teaches. People will work through ambiguity on what and how if they genuinely understand why the project matters.