

The objective

Ensure the objective is specific, measurable, achievable & time-bound. Begin with "To..".

Background

What is happening? Why is this important now? What are the consequences if we do not achieve the objective?

Scope

What is in and out of scope?



Indicators of success

List the qualitative and quantitative indicators that the objective has been achieved.

Key stakeholders

List as many people, groups, functions or departments who are important in helping to achieve the objective.

The target customer

This is the customer who we can help, & in doing so, we will achieve our objective – creating a Win-Win situation!