PROJECT KICKOFF QUESTIONS

[Project Title]

*Print this document and take it with you to a Project Kickoff Meeting. Write the answers in the space provided.*

What is the measurable business goal?

What business change do we want to create?   
[Example: If this is a safety course, the goal could be to “Keep out the guys with guns.” However, that isn’t measurable. A measurable business goal would be “Decrease violent incidents in the workplace by 6% in 2013.”]

What do we need people to DO?

List actions that people must take to meet the business goal.

[Example: Try to make this less about knowledge and more about action. For the example above, actions could be to examine the workplace for security, remove obstacles that reduce visibility, encourage employees to report suspicious behavior, etc.]

Why are people not already doing this?

* Knowledge: Never been trained on the process or it’s a new process
* Skills: They know what to do, but have not had a chance to practice
* Motivation: There is nothing in it for them to do it or it’s easier to do it another way
* Environment: Their manager is telling them to do it another way or no-one holds them accountable for doing it the wrong way

[This question helps determine the most effective way to train and if   
training is necessary. Check out Cathy Moore’s [flowchart](http://blog.cathy-moore.com/wp-content/action-mapping-flowchart-v2.pdf) and [this](http://vimeo.com/65612981) video for more information.]

What training documentation already exists?

Who will be the final approver of this project?   
Who else might this project affect?

When is this project needed?

What kind of tracking is necessary?

Do learners need to pass a quiz or perform actions? Does the requestor have specific tracking requirements?

What are the top 3 biggest missed steps/confusion in this process currently?

If the process already exists, what is screwed up the most?

[Example: If you’re designing a training on how to submit purchase requests, what currently is the most frequent error?]

What is the worst thing that could happen if this is not done correctly?

[Example: Will they be fired? Could this shut down the company? What?!]

What is the best thing that could happen if this is done correctly?

[Example: Will it increase your sales? Save jobs? What?!]