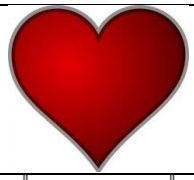
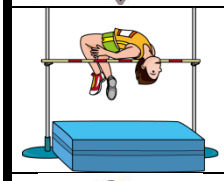
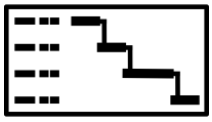
THINK		• **NAME** your project so it is meaningful to everyone.
		• What **GOAL** are you trying to achieve with this project. • What are you trying to build; what behaviours are you trying to change • What is your **OUTCOME**.
		• **WHY** are you doing this. • What is the big(ger) picture. • What **STRATEGIC OBJECTIVE** does your project deliver into.
		• **WHO CARES** and why. Who cares the most (**PROJECT EXECUTIVE**) • Who owns the strategic objective and is the end customer of the outcome. • How will you work with these **STAKEHOLDERS** and keep them engaged.
		• How will you know you have **MET YOUR GOAL**. • What is your **SUCCESS CRITERIA** and how do you measure this. • Who has to agree you have finished.
		• How do you **MEASURE IMPROVEMENT** against the strategic objective. • These improvements (**BENEFITS**) will continue long after you have met your goal. • How will you keep track once your team has disbanded.
		• What are the **CAN'Ts**? • Can't take longer than, cost more than, use more resources than….. • What are your **CONSTRAINTS**
PLAN		• **CHEAT**. Who has done this or something similar before. • **LEARN LESSONS** from inside and outside your organisation.
		• **HOW** are you going to achieve your goal. • Break down into smaller, clearly defined activities. • What order do they need to be completed in. • Which are time critical. • Are you planning a big-bang finish, or a series of phased deliveries. • Draw your **PLAN** and use it to check you are on track.
		• **WHO** will make it happen for you. What skills do you need. • Assemble your **TEAM** with a diverse mix of skills and approaches. • Make sure they clearly understand the goal and how this fits into the strategic aim.
		• What do you **NEED** to make it happen. • Funding, technology, policy, tools, IT. • Ask for these **RESOURCES** in a Business Case.
		• What external **EXPERTISE** do you need to buy in. • How will you work to get the best out of your external **SUPPLIERS**.

WORRY		• Who is **IN CHARGE**. • A single lead responsible for delivery across all teams, departments & organisations. • The **PROJECT MANAGER**.
		• What will **GO WRONG** to stop or slow you down. • Who are you **DEPENDENT** on. • What are you **ASSUMING** will just happen. • What **RISKS** are you ignoring. • Don't lie awake worrying – write them in a **RISK REGISTER**.
		• How will you **PROTECT** yourself from each risk. • Can you **MITIGATE** them by avoiding them or reducing their likelihood or potential impact. • When things do go wrong how do you deal with your **ISSUES**.
		• Who can **HELP** you. • Representatives of the **END USERS**. • Those who have faced similar challenges. • Ask for a **MENTOR**.
DO		• **START** Who has to authorise the start of the project. • Who has to sign off the various **GATES** between phases.
		• **RUN** How will you day to day run the project and your team. • How will you know you are on track. • How will you react to and control **CHANGE** to avoid **SCOPE CREEP**.
		• How will you **REVIEW & REPORT** your progress and the quality of your products. • Who signs off delivery of **MILESTONES**. • Who checks your plans and your finances.
		• How will you **CONTROL** everything. • How are decisions made and problems escalated. • What is your **GOVERNANCE** and how will this empower the team. • Who sits on your **PROJECT BOARD**.
		• **DOES IT WORK**. • How will you **TEST** anything you build. • How will you integrate testing and **ASSURANCE** all through the project so you have every confidence you are building the right thing.
LEARN		• **NEXT STEPS**. • What business activity is needed to **SUSTAIN** what you have delivered. • Have you changed the business enough to keep your legacy going when you stop. • This is something to consider at all times through the project.
		• What have you **LEARNED** to do differently next time. • Who are you telling and how will you help them.
		• **CELEBRATE** the success & learning points. • Disband the team and make sure everyone knows what a good job you have all done. • Formally **CLOSE DOWN** the project and archive documentation. • ***Feel proud***!