

# Three Key Questions to Ask at Every Project Kickoff:

## What does success look like?

- How will we know this project has been successful?
- What would those indicators be?
- How will we measure success?
- What will have changed in the world?

## Who is our target audience?

- Who can make our project a reality?
- Who is impacted by our project?
- Who are the decision-makers and who are the influencers?
- How easy is it for us to access this audience?

## What do we want our target audience to know/do/or think differently after we're done?

- What action do we want our audience to do?
- What are our main takeaways for our target audience?
- What do we want our audience to feel? What emotions are we going to invoke?
- Are we trying to change a belief or reframe an issue?