

HOME-RUN BLUEPRINT

On Deck

START With WHY

WHY are you doing this?

Purpose, Cause?



WHO - Identify

WHO is your audience?

Customer, Organization?



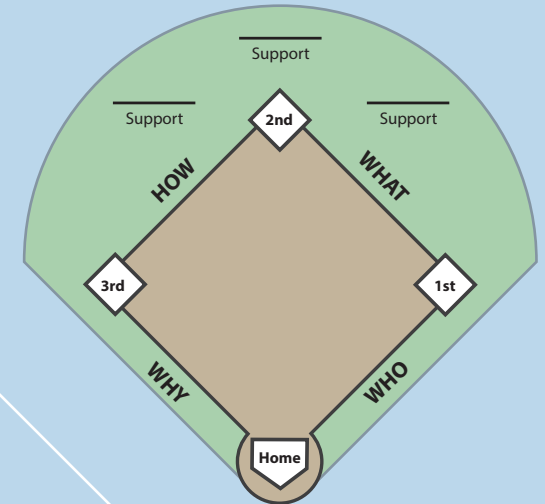
Project Name: _____



WHY - Qualify

WHY does it matter?

Result, Success, Promise?



WHAT - Clarify

WHAT do they want or solving what problem?

Problem, Conflict, Opportunity?



HOW - Specify

HOW will you do it?
What is the plan?

Plan, Process, Steps?
