START HERE

From idea to finished

A small project needs a shared plan, not a pile of messages.

Your mission

Choose one project. Define the finish line, list the work, name its owners and make the next decision visible.

01 / Understand it

Maya’s launch and a clear finish line • pages 3-4

02 / Plan it

Tasks, dependencies and a simple work board • pages 5-6

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01 / UNDERSTAND IT

Meet Maya’s launch

Fictional example: one gift shop, one new offer and too many loose ends.



“I thought you had it!”

Maya wants to launch a gift box. Her colleague is waiting for product photos. The photographer is waiting for the finished sample.

Everyone is busy. Nobody sees the whole plan.

A project has a finish line

Launching the new gift box is a temporary piece of work with a specific result. Packing daily orders is ongoing work. Both need attention, so Maya plans around the shop’s normal workload.

☺ MAYA’S FIRST RULE

“We will agree what done means before we decide who does what.”

02 / DEFINE THE FINISH

Write a tiny project brief

Fictional example • use a realistic date and spending limit for your own project.

Result and acceptance

Launch one gift-box listing by 30 November. Done means: the sample is checked, stock is confirmed, the listing is accurate and a test order works. Maya approves the launch.

In scope / out of scope

In: one box size, three product photos, one listing and a packing checklist. Out: a new website, custom printed boxes and a full gift range. Save those ideas for later.

People, money and constraints

Maya owns the project and approves spending. Sam prepares the listing. Lina takes photos. Illustrative spending cap: $300. Check available hours alongside the shop’s daily work.

Ask before you start

Who will accept the result? What must be true at the finish? What will we deliberately leave out?