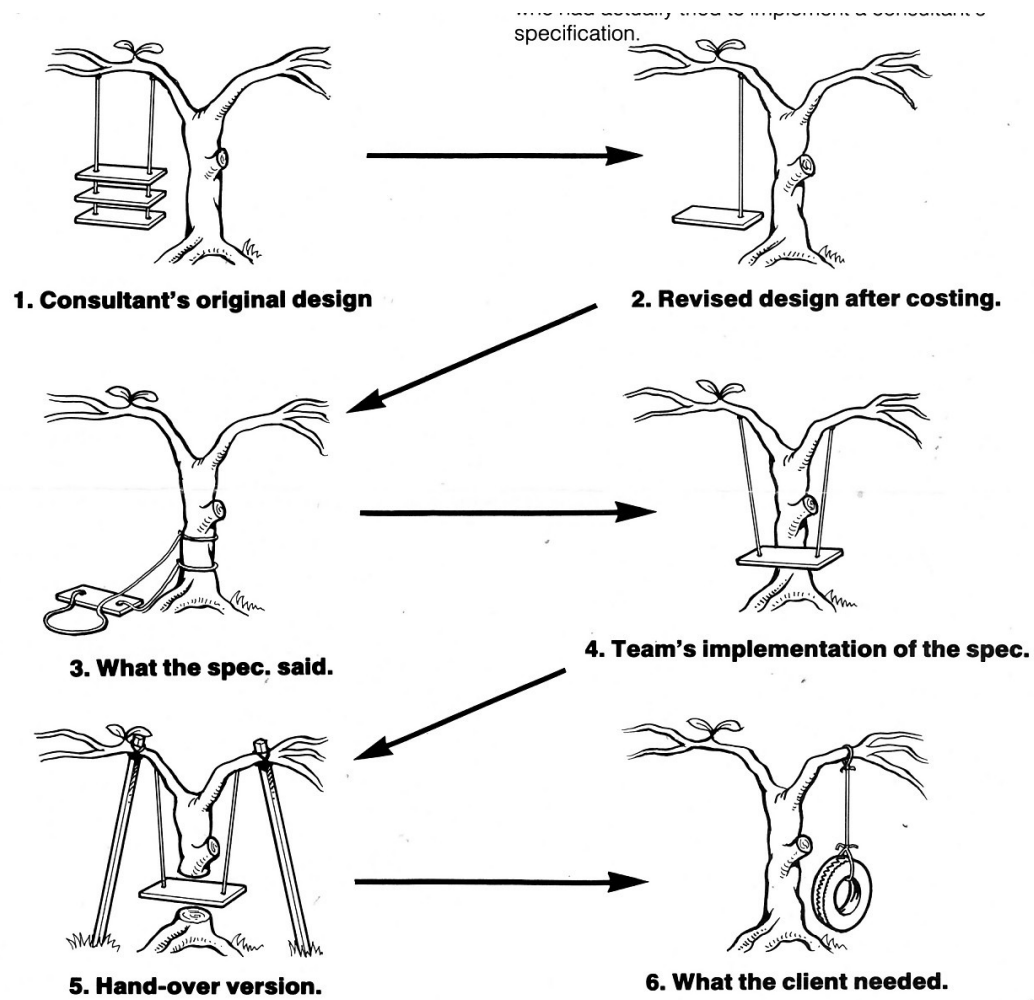




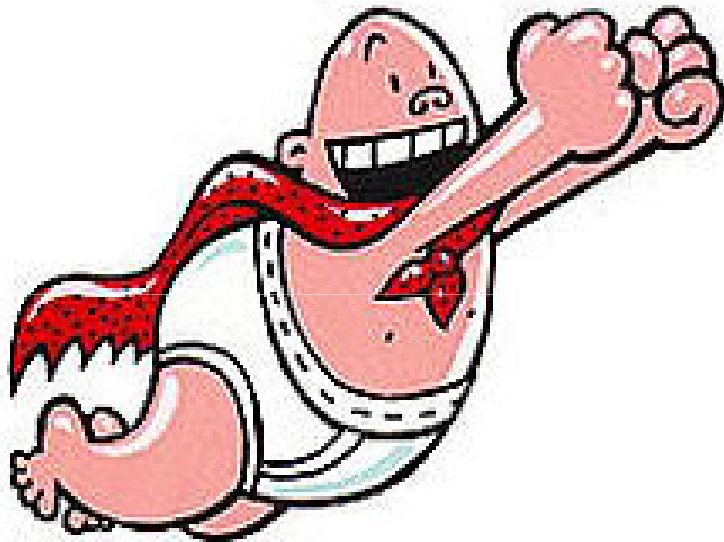
The Importance of the Project Brief

Rick Di Paola, Civil Team Manager Vic, Civil Infrastructure & Land Development

The importance of the project Brief



The importance of the project Brief



- The Essential Elements of the project brief.
- Keeping it simple and concise.
- Tips of keeping stakeholders engaged and contributing.

The essential elements of the perfect project Brief



- Appropriately skilled authors
- Scope – concise and articulate
- Deliverables - quantified
- Indicate budget
- Realistic timeframes
- Meetings quantified
- Non specific extras
- Stakeholders
- Variations
- Contact Conditions

The essential elements of the perfect project Brief



- Appropriately skilled authors
- Scope – concise and articulate
- Deliverables – quantified
- Indicate budget



© Mystic Arts, LLC

The essential elements of the perfect project Brief



- Realistic timeframes
- Meetings quantified
- Non specific extras
- Stakeholders



The essential elements of the perfect project Brief



- Variations
- Contact Conditions

© 1996 Ted Goff

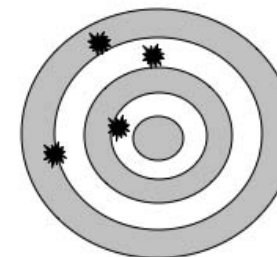


"The paper and ink content is within acceptable norms, but the contract itself appears to have too many clauses."

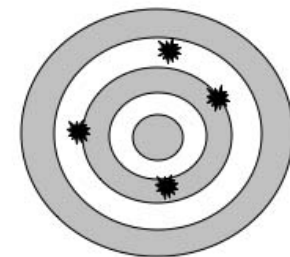
Keeping it simple and concise



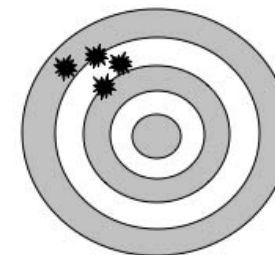
- Use Dot points stating deliverables
- Define project boundaries
- Define what is to be achieved
- Quantify variables



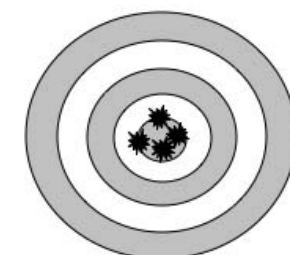
Not Accurate
Not Precise



Accurate
Not Precise



Not Accurate
Precise



Accurate
Precise

Keeping Stakeholders engaged and contributing



- Communication changes to decision dates or delays.
- Request assistance to provide input or write specific sections if the technical knowledge isn't in-house.
- Request assistance to understand potential risks.



The Importance of the Project Brief



Bad: Loose Brief



Good : Tight Brief

