

# Ep 25: 4 Components of a Results-Driven Brief

## The foundation and point-of-reference for ALL work



- Define the ONE thing.
  - This one thing is what the work must deliver for the brand or business. It articulates what success looks like.
  - It must be tangible and measurable.
  - All stakeholders need to align to the one thing.
- Only include info that support the one thing.
  - The more information you have, the more open it is to interpretation.
  - Be concise and specific. Avoid being ambiguous or overly prescriptive.
  - A brief is meant to be discussed. So, additional context can be provided there or in supporting documentation.
- Define the additional supporting items for the brief.
  - Objective (the one thing)
  - Supporting background and info
  - Customer/consumer details
  - Mandatories
  - Success metrics/KPI's
  - Timing, deliverables, and budget
  - Signatures (don't skip this!)
- Keep coming back to the brief.
  - Should be guiding every single meeting.
  - Serves as an objective reference for when the team gets off track or emotions run high.
  - Used as a filter to evaluate the work and deliverables.

### Areas to address immediately are:

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

### Action Plan:

Action	Timing	Progress	Complete