

## objectives

The most critical thing about making the approval process go smoothly is starting with the end in mind. Spell out your objectives very clearly at the beginning of the project.

Every successful project begins with a good project brief.

A good project brief is not a blueprint of how the work is to be done, it is a clear concise declaration of what the project is expected to achieve and how the success of the project will be measured in the end. It can and should be revisited constantly during the process and again at the end.

A good project brief serves a benchmark during the life of the whole project against concepts which are tested initially, and then further developed.

At the end, it serves as a brilliant measuring stick for the success of the whole project.