PROJECT KICKOFF PLAN

Align on scope, success metrics, roadmap, and immediate next steps

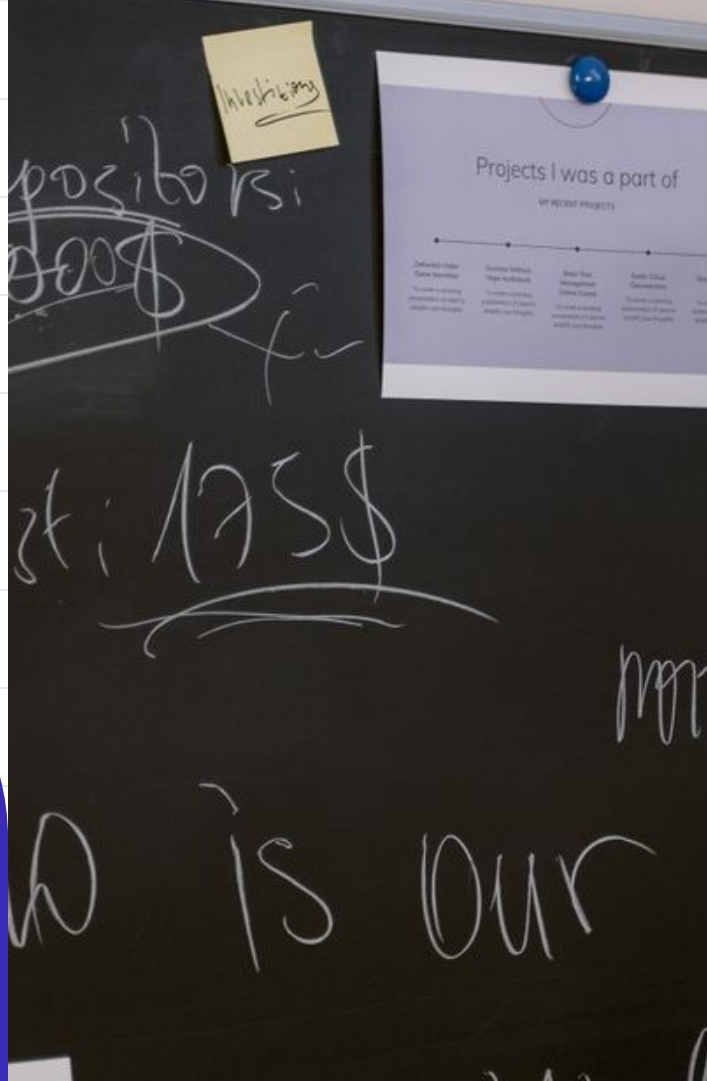


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KICKOFF COVER

DAY-1 ALIGNMENT INTENT

Project name and clear intent for Day-1 alignment

PROGRAM CODE TRACEABILITY

Program code and operating context for traceability

LEAD AND SPONSOR CONTACTS

Project lead and primary sponsor contacts

KICKOFF DATE AND LOCATION

Launch date and kickoff meeting location or link

ACTION PLAN PROMISE

Template promise: action plan, shared success, next steps

PURPOSE AND PROBLEM STATEMENT

WHAT CHANGED AND WHY

Background that explains what changed and why now

BUSINESS DRIVERS

Business drivers: growth, cost, risk reduction, or compliance need

CUSTOMER IMPACT

Customer impact: who benefits, what pain is removed, and measurable value

AGILE FRAMING

Agile framing: outcomes first, assumptions surfaced early, learning cadence planned

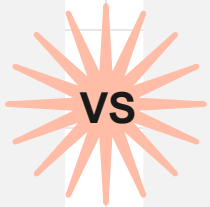
SPONSOR DECISION CRITERIA

Decision framing for sponsors: what must be true to proceed

SCOPE AND CORE DELIVERABLES

IN-SCOPE DELIVERABLES

Prioritized epics, features, integrations, and capabilities that deliver the agreed outcomes



OUT-OF-SCOPE BOUNDARIES

Items deferred, explicitly excluded, or requiring separate funding and change control

SUCCESS CRITERIA AND KPIS

LEADER SIGN-OFF

Sign-off outcomes: what leaders approve as complete and usable

MEASURABLE KPIS

Measurable KPIs: adoption, quality, performance, cycle time, or cost targets

BASELINE VS TARGETS

Baseline and targets: current state vs. desired future state with owners

QUALITY GATES

Quality gates: acceptance criteria, test coverage expectations, and risk thresholds

KPI TRACKING

Tracking approach: dashboard source, review cadence, and escalation rules

ROADMAP AND MAJOR MILESTONES

INCEPTION ALIGNMENT

Aligned vision, backlog shaping, and an initial risk register ready

ALPHA BUILD & FEASIBILITY

Working increments, usability validation, and technical feasibility confirmed

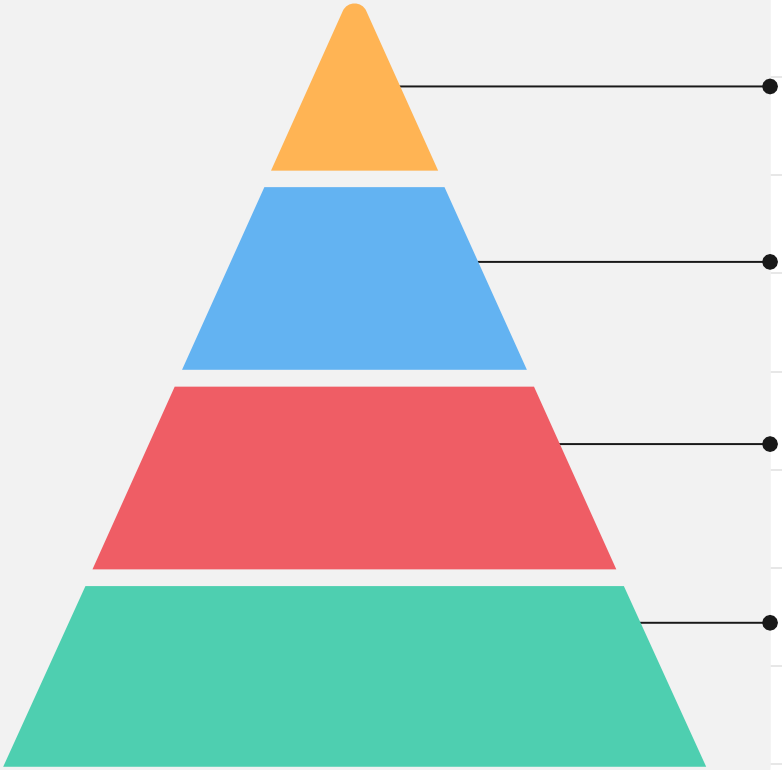
BETA COVERAGE & READINESS

End-to-end coverage, stakeholder acceptance rehearsed, and readiness review complete

GENERAL AVAILABILITY OPS

Production readiness, operational handoff, and KPI monitoring live

TEAM STRUCTURE AND ROLES



ADVISORY AND STAKEHOLDERS

Compliance, security, legal, and key business owners for reviews

CORE DELIVERY TEAM

Product, engineering, design, data, QA, and operations responsibilities mapped

PROGRAM LEADERSHIP

Program director and delivery lead manage scope, risks, and integration

EXECUTIVE SPONSORS

Approve funding, remove blockers, and confirm strategic outcomes

WAYS OF WORKING AND CADENCE

01

SPRINT RHYTHM

Define sprint length, planning agenda, demo format, and retrospective focus

02

DAILY EXECUTION

Set standup time, attendance expectations, and a clear blocker escalation path

03

COMMUNICATION CHANNELS

Use Slack channels by theme, with guidance on when to use each channel

04

DOCUMENTATION HUBS

Maintain a single source of truth for decisions, backlog, requirements, and releases

05

GOVERNANCE CADENCE

Run a weekly stakeholder sync and biweekly sponsor touchpoints

IMMEDIATE NEXT STEPS AND DAY-1 ACTIONS

DAY 0

KICKOFF DECK PUBLICATION

Finalize kickoff deck, confirm success criteria owners, and publish the working agreement

DAYS 1-3

SCOPE, KPI BASELINE, AND GATES

Lock scope boundaries, validate KPIs baseline, and confirm milestone gate dates

DAYS 4-7

BACKLOG, RISKS, AND INTEGRATION PLAN

Create initial backlog, risk register, and integration plan with responsible teams

DAYS 8-14

DEMO, SIGN-OFF, AND REPORTING READINESS

Rehearse demo and sign-off workflows, confirm reporting dashboards, and close open decisions