This document will help when developing a *Project Statement*by asking the project team some questions around the **why**, **what**, **who**, and **when** of the proposed idea. The team will also need time to discuss the **why not** which can be downloaded on my website using the ***Risk Assessment Template***. Both of these tools will help provide guidance on whether a project should move into implementation or be abandoned for viability issues.

To explore an in-depth 5W Tradeoff, please contact us at [www.alexhimmelconsulting.com](http://www.alexhimmelconsulting.com)

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| **Why?****(Making Your Business Case)** |
| What is the need? What is the opportunity we're trying to leverage? |  |
| How does it align with the organization’s mission? |  |
| Is there a market for this new idea?  |  |
| **What?****(Proposing a Solution)** |
| What is the overall goal of the project? |  |
| What is the scope/size being proposed and why? |  |
| **Who?****(Convening the Experts)** |
| Would the organization need to build its internal capacity and how? |  |
| Are the right internal experts already on the Project Team? |  |
| **When?****(Getting the Timing Right)** |
| What are the significant events or stages to be completed? |  |