In the earliest stages of your program planning, this template will help you document why there is a need (problem statement), what is the program, and when it is expected to be available.

Some things to think about:

* The document should be short (no more than 3 pages) so that anyone reading it can understand what you’re trying to accomplish. It will also provide management with a way to hold the project team accountable.
* After conveying a project team, the group should work on this statement together.
* The project leader will be responsible for capturing the details and writing the project statement
* Plan on meeting several times and revising the project statement as risks are discussed and the group gain clarity on the project’s intent and outcomes.

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| **Project Name** | You can give it a code name (“Project Thunderstorm”) or something that describes your offering |
| --- | --- |
| **Status** | Draft or final |
| **Elevator Pitch** | This is a summary of the project’s what, what and when.  “For X (or because of X) we will build/design Y by Z date.”  Write this last after all the other details of the project have been determined by the team. |
| **Customer, Client or Audience** | Who is the target user? Is there a secondary user? |
| **Measures of Success** | Think of these as the objectives of your project. It is not a description of your project, but should describe the results of it. |
| **Business Measures** | This is what the organization will gain from the project. For example, the number of clients served.  Will there be a return on investment? |
| **Benchmarks** | Consider the major milestones that need to be in place for the project for it to be successful. |